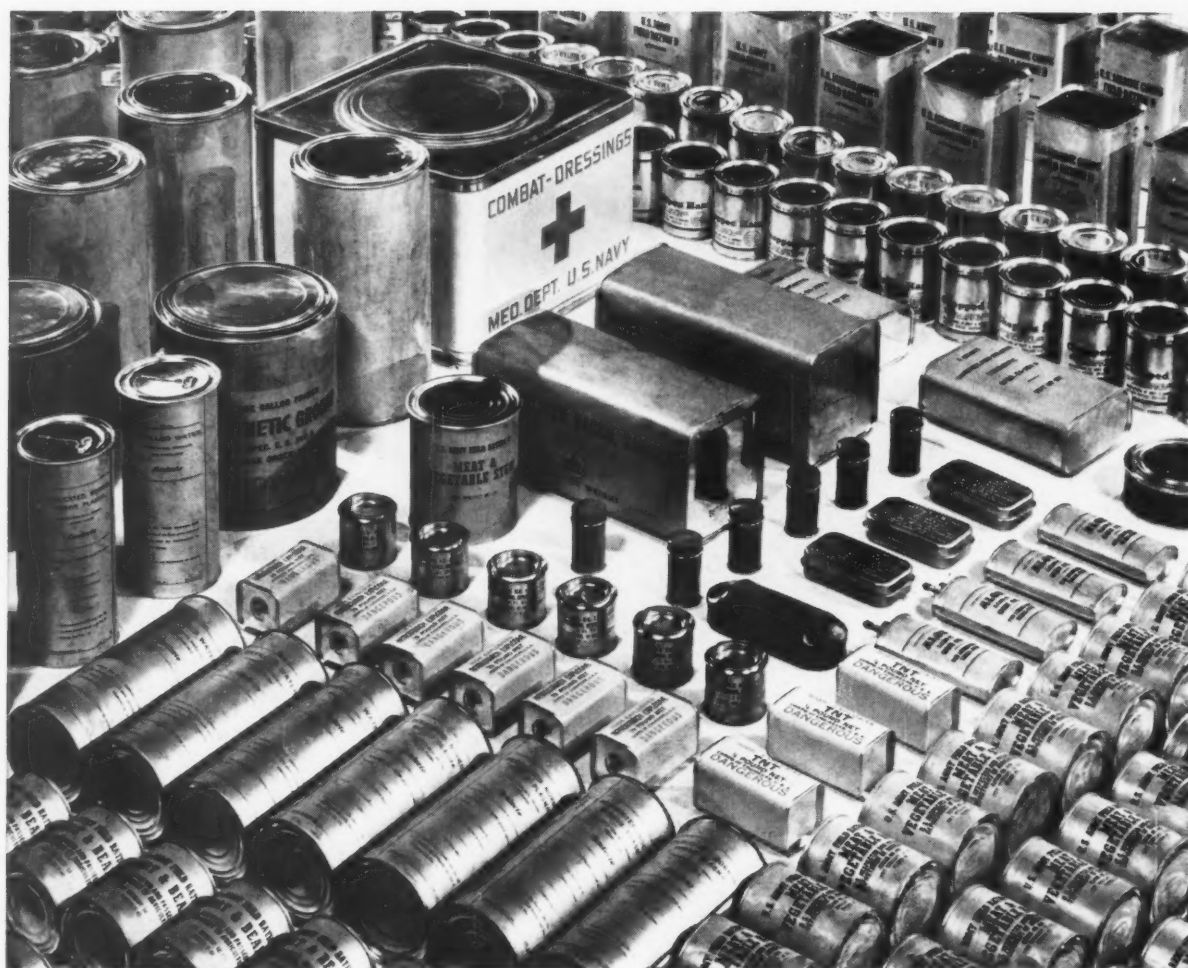




All-America
Modern Packaging
April - 1942



SOME "NON-SECRET" WEAPONS

THE AXIS WOULD LIKE TO HAVE

Study the Labels on the cans and packages in the picture above.

On some of them, you'll notice "Army Sliced Bacon, Canned . . . U. S. Marine Corps Field Ration D . . . U. S. Army Meat and Vegetable Hash . . . TNT Dangerous, Corps of Engineers."

There's a container for dried human blood in the picture, too. For transfusions in the field. Another to house a delicate motor on anti-aircraft guns.

And while you'll be interested to

know that these articles are some of the many defense items the containers for which are made by the can-making and packaging industries, their significance goes far beyond this simple fact.

For they are weapons. "Non-secret" weapons, if you will. And every country has them. *But the Axis would like to have ours.* Do you realize why?

The industrial resources that produced these "non-secret" weapons are the largest in the world. The Axis needs those resources.

It needs the men . . . the machinery . . . the skill . . . the research that make the quality and the quantity of these weapons possible. It needs the energy of the free, unregimented economy which produced these weapons.

We Americans can congratulate ourselves that the Axis hasn't these resources . . . that we—not the Axis—have built the greatest packaging and can-making industries in the world . . . that we are now using the sinews of these industries to resist aggression. American Can Company, 230 Park Avenue, New York, N. Y.

PACKAGING CATALOG,
122 EAST 42nd STREET,
NEW YORK, N. Y.

Gentlemen:

Please put in my order now for.....copies of the 1942
PACKAGING CATALOG at \$5.00 PER COPY.

Remittance Enclosed ☐ Send Invoice ☐

NAME.....

STREET.....

CITY.....STATE.....

Foreign and Canadian Price \$1.00 higher, payable in U. S. Currency or equivalent.

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Name.....

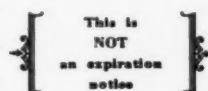
Your position (or profession).....

Company.....

Street.....

City.....State.....

Products Manufactured.....



| | | |
|------------------------|---------------|-------------------|
| CANADA—\$5.50—One Year | FOREIGN AND | } \$6.00—One Year |
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First Class Permit No. 2656 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.



SIGNS, these troublous days, seem to point all directions at once. If there are moments when you can't see where you are going . . . if occasionally you have misgivings as to your immediate future . . . you are, at least, not alone. All of us have the same, or similar, distressing problems. We are likely to have more.

It is not easy for a peace-minded nation to completely change its ways of thinking and means of doing things. Especially so when an unwanted war strikes with the abruptness of an ill-tempered cobra. But we're in it now all the way. And we'll see it through . . . to the bitter, or better, end.

That our fighting forces may have the best in the equipment and materials of war, our civilian popula-

tion will have to endure shortages and substitutes in the equipment and materials of peace. Certain products may disappear entirely from the marts of trade. And many long-familiar packages will be radically altered in size and appearance.

But we Americans, if nothing else, are a resourceful people. So, don't expect these dislocations in our established way of life to become permanent. They are temporary at most. Soon we'll find new, and better, ways and means. Meanwhile, nothing is too good for our brave boys at the front.

Signs point all directions at once. No! They merely *seem* to do so. Actually, they point to but one thing . . . and that, importantly, is VICTORY!

PHOENIX METAL CAP CO.

2444 West Sixteenth Street
CHICAGO

3720 Fourteenth Avenue
BROOKLYN

CHARLES A. BRESKIN, Publisher
CHRISTOPHER W. BROWNE, Editor
PEARL HAGENS, Managing Editor
IRIS VINTON, Associate Editor
DONALD R. RUTHER, Art Director

Modern Packaging

APRIL 1942

VOLUME 15 NUMBER 3



PHOTO, U. S. ARMY SIGNAL CORPS

MAY ISSUE

Within six months the entire packaging industry will be on a complete war-time basis, one supplier forecast the other day. In its May issue *Modern Packaging* will bring you the impressive and spectacular story of this vast changeover from peace-time to war-time production—tell you what the soldiers of the packaging production line are doing—willingly, eagerly, voluntarily—to supply the men who fight with food and arms and ships and tanks and bombers. How these men behind the lines are putting ingenuity to work to conserve precious packaging materials, to convert existing equipment to perform new tasks. Right down to the way a decorative ribbon maker prints “U. S. NAVY” on the band of a sailor’s cap, you’ll want to read about this magnificent effort in the all-out march for victory.

● ALL-AMERICA PACKAGE COMPETITION

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- COVER: Deep rooted in American character is something that responds to the whole concept of the Red Cross—something that recognizes the humblest creature’s right to live. America loves mercy more than vengeance . . . prefers service rather than exploitation . . . esteems peaceful achievement more than war’s glory . . . So long as those things are true, the Red Cross will be a humanitarian symbol. In more senses than one, our cover this month is an All-America cover. Kodachrome by Robert Keene Studios.

WALTER S. ROSS, Promotion
L. B. CHAPPELL, Los Angeles

ALAN S. COLE, General Manager
P. H. BACKSTROM J. M. CONNORS
M. A. OLSEN

F. L. POSNER, Circulation
E. R. GORDON, Production

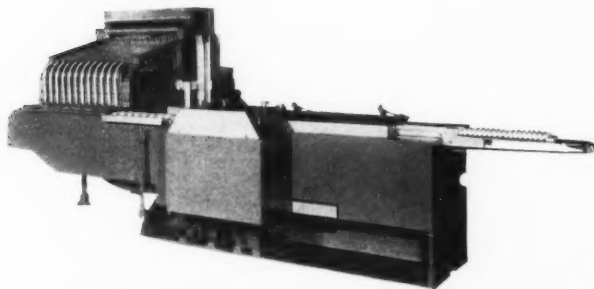
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Redington-cartoned in these convenient, sanitary cartons

No newcomer to the candy and gum field is Redington . . . packaging machines of various types are on the job with such companies as American Chicle, Beech-Nut, Brach, Blumenthal, Clark, Wrigley and *many others*. So it wasn't surprising that the New England Confectionery Co. turned to Redington when it decided to pack "Chase" and "Canada" mints in a handy, sanitary carton which protects all the mints, even the *very last one*.



Speed was a "priority" feature in designing a Redington Continuous Loading Cartoning Machine for Necco. *Three thousand mints a minute* flow through the machine's hopper . . . 125 cartons holding 24 mints each are discharged every 60 seconds on to a special belt where they're deliberately *overlapped*—a handful of cartons can easily be picked up for packing into a display container.

A "**Sherlock Holmes**" device—the *short count detector*—makes sure that every carton receives its quota of 24 mints. When a shortage occurs, no carton is fed from the magazine.

This machine is *camless*—quiet, smooth, speedy, efficient . . . works with that *Redington precision* which has made these packaging machines highly thought of since 1897.

The experience and skill of our organization is now being used in greater and *increasing proportion* in producing those products so urgently needed for *the defense* of our country.

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

PACKAGING MACHINES ★

for CARTONING • WRAPPING • SPECIAL PACKAGING



WAR

this too, shall pass away

*Another good thought
passed on by*



"The World's Model Paper Mill"

MAKERS OF

**FOOD
PROTECTION
PAPERS**

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT • KALAMAZOO • MICHIGAN



PRINTED ON ONE OF
Williams "FINE GIFT BOX PAPERS"
(see other side)

CHARLES W. WILLIAMS & CO., Inc.

★ *Authorities on Box Covering Papers* ★

303 LAFAYETTE STREET
NEW YORK

624 South Miller Street
CHICAGO

167 Oliver Street
BOSTON

Here is one of our correct papers for covering your *Fine Paper Boxes* . . . this paper is also stocked in white and colors . . . other items are embossed and some printed with attractive designs.

For a high finished wrap no varnishing is required with this paper. Just use a transparent ink to obtain a brilliant luster.

Label Manufacturers will also find this paper of particular interest. Stocked in sheets for immediate shipment.

Write for our sample book of "Fine Gift Papers."
Sample working sheets sent gratis.

CHARLES W. WILLIAMS & CO., Inc.

★ *Authorities on Box Covering Papers* ★

303 LAFAYETTE STREET
NEW YORK

624 South Miller Street
CHICAGO

167 Oliver Street
BOSTON

THE WAR PROGRAM and Customer Defense

(An "Aditorial" by Seybold)

For an unknown period of time "Business as usual" has been set aside for the vital needs of a war economy. An unlimited emergency calls for unlimited co-operation.

Engineered for peace-time operations, this vast mechanism we call American Industry is being rapidly rebuilt for war.

Many parts of the peace-time machine are vital to building the new war machine. Other parts are not so vital and still others are not needed at all.

The unavoidable result is that some companies are thrown into high gear on war business and other companies into low gear on what peacetime business they can obtain.

SEYBOLD, like so many other manufacturers today, is called upon to assist in building the giant war machine needed for victory.

The experience and facilities acquired through years of manufacturing precision machinery for peace-time operations qualified Seybold eminently for the exacting requirements of war. SEYBOLD is doing everything possible to fulfill its responsibility.

But SEYBOLD recognizes another responsibility, namely "*Customer Defense*".

While unavoidable conditions make it impossible to continue "shipments as usual" on *new machines, SEYBOLD SERVICE is functioning. Owners can look to Seybold to help keep their machines in efficient working order.

That, in brief, is what we mean by *Customer Defense*.

The SEYBOLD SERVICE organization in your vicinity stands ready to assist you in every possible way to "KEEP 'EM RUNNING".

*We still have new machines of certain kinds and sizes available.

SEYBOLD DIVISION

HARRIS-SEYBOLD-POTTER COMPANY
843 WASHINGTON STREET • DAYTON, OHIO

PAPER CUTTERS • BOOK TRIMMERS • DIE PRESSES • KNIFE GRINDERS • DRILLS • WIRE STITCHERS

SALES AND SERVICE

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426 WEST 33rd STREET

DETROIT, MICHIGAN:
CHAS. A. STRELINGER COMPANY
149 EAST LARNED STREET

CHICAGO:
CHAS. N. STEVENS COMPANY, INC.
112 WEST HARRISON STREET

SOUTHERN SALES DISTRICT:
HARRIS-SEYBOLD-POTTER COMPANY
220 LUCKIE STREET, N. W., ATLANTA, GA.

WEST COAST DISTRIBUTOR:
HARRY W. BRINTNALL COMPANY
SAN FRANCISCO, LOS ANGELES, SEATTLE

CANADIAN DISTRIBUTOR:
HARRIS-SEYBOLD-POTTER (CANADA) LTD.
TORONTO AND MONTREAL

The central image displays a variety of Lusteroid containers, including transparent, opaque, and colored tubes and vials. The containers are arranged around a central black tube. Labels are placed around the containers to highlight their features:

- TRANSPARENT**: Located above a clear tube on the left.
- ALL COLORS**: Located above a small white tube in the upper center.
- RESILIENT**: Located above a small white tube on the right.
- INTEGRAL LABELS**: Located above a large white tube on the far right.
- SHOCKPROOF**: Located below a clear tube on the left.
- OPAQUE**: Located below a small white tube in the lower center.
- RIGID**: Located below a small white tube on the right.
- LIGHTWEIGHT**: Located below a large white tube on the far right.

At the bottom of the advertisement, a large black banner with white stars on either side contains the text:

Always A Winner!

The complete story of Lusteroid rigid cellulose tubes and vials can be told quickly, is worth knowing.

These containers are basically attractive because of their smooth, warm feel and appearance. They come in all colors of the spectrum, transparent, translucent or opaque as desired. Multicolor labels are clearly applied *integrally* with the Lusteroid container during the manufacturing process.

They are extremely lightweight and strong. Highly impact resistant, they require no wadding or packing in shipment, reducing shipping weight and costs considerably. Waste through breakage is practically eliminated with Lusteroid containers. Most types of closures can be used, and ordinary filling equipment handles Lusteroid vials and tubes as easily as other types.

A note or phone call will bring an answer to your packaging problem.

LUSTEROID CONTAINER CO. INC.

Formerly Lusteroid Division of the Sillocks-Miller Company

10 PARKER AVENUE, WEST

SOUTH ORANGE, N. J.

EVERYWHERE THE PRODUCT GOES,

Packaging Insurance *PAYS!

YOU COLLECT FIRST!

"Packaging Insurance," in the form of the Alseco Rolled-On Method of sealing, pays you a direct benefit in more efficient production with minimum down-time. Alseco Machines are fast, smooth, trouble-free. They'll help you cut costs.



THE RETAILER'S NEXT.

"Packaging Insurance" saves him complaints. Leakers and breathers just don't happen when your product is sealed with a tailor-made Alseco R-O (Rolled-On) Seal! Here's a boost for dealer good will.



FRIEND CONSUMER

stays friendly to your product when it's sealed with a seal that can be opened without wrestling. Easy opening helps good will—and so does the fact that Alseco R-O Seals keep your product as good as you made it.



THE EXTRA BENEFIT of tamperproofing can be yours with Alseco Seals. Various adaptations of the R-O Seal can protect your product from pilferage, substitution, and adulteration.

Furthermore, the Rolled-On principle is capable of adaptation to many sealing problems where "ready-made closures" just won't work.

★ ★ ★

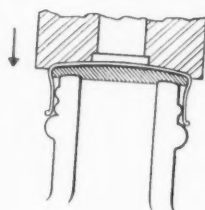
War has stopped the sale of Aluminum for seals. However, most types of Alseco Seals can be supplied in metals other than Aluminum.

TAILOR-MADE

ALSECO

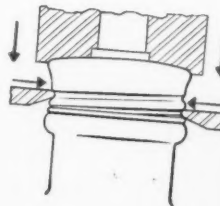
SEALS

* HOW YOU GET "PACKAGING INSURANCE" BY THE ROLLED-ON METHOD OF SEALING



1. Plain-skirted Alseco Seal is uniformly sealed. Under stationary top pressure, container lip is embedded in liner evenly all around.

2. While held in that position, threads are Rolled-On to conform exactly to threads on container. Each seal is tailor-made, fits perfectly.



Trade Mark Reg.  U. S. Pat. Off.

ALUMINUM SEAL COMPANY, 1345 THIRD AVENUE, NEW KENSINGTON, PA. . . At your service: 28 years of experience building quality seals and sealing machines.

WINNER OF TOP AWARDS IN 1939 AND 1940.



Another Sweep for

IN 1941 ALL-AMERICA PACKAGE COMPETITION

In the stiffest packaging competition of recent years, judges singled out Pliofilm for four of the 57 awards. The prize-winning packages were selected from more than 20,000 entries.

The awards this year were based on attractiveness, economy and efficiency. Pliofilm's victory emphasizes again the many advantages of this unique product — the only transparent packaging material that is inherently water-moisture-air-proof.

That is why the military forces are now using Pliofilm for protecting certain critical sup-

plies from moisture attack.

Today there is no Pliofilm for civilian uses, because it is necessary to conserve rubber for vital war effort. The laboratories which perfected new and better ways of flavor-sealing frozen foods, citrus fruits and other foodstuffs in Pliofilm are already at work to fill this gap. In the near future Goodyear expects to have an alternate material which will embody in a large measure all the desirable properties of Pliofilm. Packagers planning for the future who are now short of tin or Pliofilm should write Pliofilm Sales Dept., Goodyear, Akron, Ohio.

SEALS MOISTURE IN

SEALS MOISTURE OUT

THINGS ARE BETTER PACKAGED IN

PLIOFILM

MADE ONLY BY

GOOD YEAR

PLIOFILM

TOP AWARD IN MEAT PRODUCTS
Pliofilm keeps luncheon loaf from drying out, prevents discoloration and shrink.

TOP AWARD IN APPAREL
Pliofilm apparel container. Makes attractive counter display—can be re-used.

TOP AWARD IN MEAT PRODUCTS—meat loaf cooked in Pliofilm. Juices and vitamins are sealed in.

Master Blend Cheese Spreads
Made from Sweet Cream

TOP AWARD IN DAIRY PRODUCTS
Pliofilm provides big saving over foil previously used, preserves tang and freshness.

Pliofilm—T.M. The Goodyear Tire & Rubber Company



*Mundet offices and representatives
are conveniently located:*

ATLANTA
339-41 Elizabeth Street, N.E.

BROOKLYN
65 South Eleventh Street

CHICAGO
2959 North Paulina Street

CINCINNATI
427 West 4th Street

CLEVELAND
Britten Terminal, Inc.

DALLAS
505 Southland Annex

DENVER
The Stone-Hall Co.

DETROIT
335 West Jefferson Avenue

HOUSTON
Commerce and Palmer Streets

JACKSONVILLE, FLA.
Laney & Delcher Warehouse

KANSAS CITY, MO.
1428 St. Louis Avenue

LOS ANGELES
1850 North Main Street

LOUISVILLE
Kentucky Bottlers Supply Co

MEMPHIS
Memphis Bonded Warehouse

NEW ORLEANS
432 North Peters Street

PHILADELPHIA
2226 Arch Street

ST. LOUIS
2415 South Third Street

SAN FRANCISCO
440 Brannan Street

also J. C. Millett Co.

In Canada:
Mundet Cork & Insulation, Ltd.

35 Booth Avenue, Toronto

One Word to Remember—

Remembering "Mundet" at the right time can save you a lot of bother. The *right* time is when you need, or expect to need, most practical and dependable bottle sealing. For 75 years we have made closures of many types for many kinds of products. This experience saves money for our customers . . . helps to insure maximum security for glass containers. Why not have the advantage of our specialized experience and facilities? To permit us to serve you best, we suggest that you anticipate your sealing requirements and take them up with us as far ahead of actual need as possible. Our recommendations do not obligate you to purchase. Communicate with us now. Mundet Cork Corporation, Closure Division, 65 South Eleventh Street, Brooklyn, N. Y.

Illustrated are Mundet Embossed Wood-Top Cork (left);
Mundet Molded-Top Cork (right). Both in standard sizes
and design or made to special order.

MUNDET

CLOSURE SERVICE

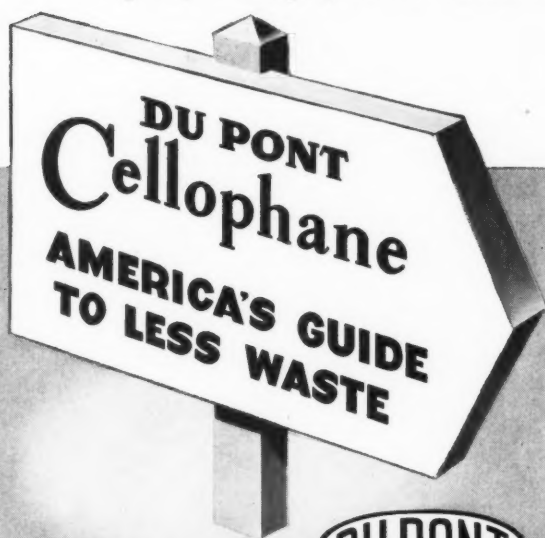
MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD-TOP CORKS • CROWNS • PLAIN CORKS

America is on the **ALERT** *to prevent waste!*

TODAY Du Pont Cellophane is helping America conserve. Many products are distributed and consumed with less waste because:

- ▶ Cellophane helps conserve the nation's essential products by reducing waste through deterioration.
- ▶ Cellophane helps prevent loss of flavor and freshness that people pay for and deserve to get.
- ▶ Cellophane stimulates self-service, saves shoppers' valuable time and helps keep selling costs down.

Thus Du Pont Cellophane is aiding the packaging industry, by guarding quality and helping in the national movement to prevent waste.



*Prevention of waste
is a national need*

E. I. DU PONT DE NEMOURS & CO. (INC.)
WILMINGTON, DELAWARE

What a difference!



The four leaf clover...
a symbol of luck left to chance



The Gaylord seal...
a symbol of PLANNED protection!

- Corrugated and Solid Fibre Shipping Containers
- Folding and Paraffined Cartons
- Kraft Paper Bags and Sacks
- Kraft Wrapping Paper and Specialties

GAYLORD CONTAINER CORPORATION

General Offices: SAINT LOUIS

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle • Indianapolis
Houston • Los Angeles • Oakland • Minneapolis • Dallas • Jacksonville • Columbus • Fort Worth
Detroit • Tampa • Cincinnati • Des Moines • Oklahoma City • Portland • Greenville • San Antonio
Memphis • Kansas City • Milwaukee • Bogalusa • Weslaco • Greensboro

The First 45

Forty-five years is a long time in the life of a business.
In fact, it is about seven times the average.

1942 sees the completion of our first 45 years.

They have been interesting years. There have been good ones
and bad ones—hard ones and easy ones. We have
lived through two wars and are now in
the midst of the third and probably the toughest.

We pledge all of our efforts, our energies, all of our
facilities, our experience and our skill to the
successful completion of the war. This, we feel,
is the first duty of every manufacturer.

We feel, too, that there remains an obligation to the trade.
Our major efforts will be for defense. In this
regard, we are making all sorts of things for the
Army and the Navy. We shall, however, try to continue
to serve the trade to the best of our ability.

Our 1942 line of ribbons in fabrics—cotton, rayon, novelties,
is extremely interesting and reflects the times. If your
product requires a ribbon, we will be delighted to send
you samples of the numbers we have available.








FREYDBERG BROS.-STRAUSS, INC.
212 Fifth Avenue • New York City

THE BOONTON MOLDING CO.

Plastic headaches cured—bugs exterminated—
painless extraction of worries and problems

BOONTON, NEW JERSEY

R_x

... you take a bit of molding powder  it might
be a thermoplastic ... it might be a thermosetting material ...
you add a dash of experience* ... a dram of progressiveness ...
 you put in an idea or two (creative)  ... you
make a mold, designed for the process, the material, the number of
pieces you want  ... you put it through a molding press
... injection  or compression,  as the case may
demand ... you come out with a molding that is soundly made** ...
according to specifications ... at the price we set in the first
place, with no extras ... you're happy ... we're happy ... 
it's the only way we know how to do business.

*the most important ingredient—rare but not on critical list.

**not always—to our sorrow.

WARNING: This prescription can blow up in the hands of the wrong man. Take it
only to a reliable molder—preferably



BOONTON MOLDING COMPANY

MOLDERS OF PLASTICS · PHENOLICS · UREAS · THERMO-PLASTICS
BOONTON · NEW JERSEY · Tel. Boonton 8-0991
N. Y. Office—Chanin Bldg., 122 East 42nd Street, Murray Hill 6-8540



Conservation

IS AN IMPORTANT PART OF
THE ALL-OUT EFFORT
FOR **VICTORY**

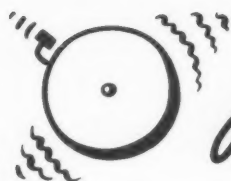
Conservation of materials in the field of shipping containers can result in waste . . . unless applied by experts.

For years our packaging engineers have been developing, through research and design, shipping containers that conserve materials . . . yet do the job of safely carrying the product without damage.

At no time in American history has the need been greater than for organizations like Inland.

INLAND CONTAINER CORPORATION

Sales Offices: Indianapolis, Indiana . . . Milwaukee, Wisconsin . . . Middletown, Ohio . . . Evansville, Indiana . . . Chicago, Illinois . . . Dayton, Ohio . . . Canton, Ohio . . . Lima, Ohio . . . Cincinnati, Ohio



Bell-Ringing Metal Display

FOILS COUNTER THIEF!



★ MAJOR AWARD ★

COUNTER MERCHANDISERS

BURGESS BATTERY CO.

ALL AMERICA PACKAGE COMPETITION

ADVERTISING METAL Displays are still the only answer to permanent merchandising problems. OUR DISPLAYS have high dealer-acceptance because they sell merchandise. That is why more and more nationally-known manufacturers are constantly turning to US for their metal display requirements. They know WE have been designing and building "prize-winning" Displays for many years.

ADVERTISING METAL DISPLAY CO.

FACTORY AND GENERAL OFFICES: 822 WEST WASHINGTON BLVD., CHICAGO

EASTERN DIVISION: 2 EAST 23rd STREET NEW YORK, N. Y.

For Distinguished Service

TO THE MANUFACTURER IN HIS "BATTLE FOR SALES"



MILPRINT

wins **4 FIRST AWARDS**

IN THE ALL-AMERICAN PACKAGING SHOW!

★ Note! Milcote gives this page its lustrous finish . . . compare with following page



AWARD TO **MILPRINT**

FOR CUDAHY PACKING CO. "MIL-O-SEAL" PACKAGES



Here's an exclusive MILPRINT development that solved a host of problems for the meat packer...Mil-O-Seal! "We need a package that will stop shrinkage, slime, mould, discoloration and still have eye appeal", said the packers. MILPRINT package engineering gave them all this with Mil-O-Seal. The Cudahy Packing Co., whose packages are shown above, is among hundreds of American Packers who send their packaging problems to MILPRINT.

AWARD TO MILPRINT

FOR CASCADE FROZEN FOODS PACKAGES



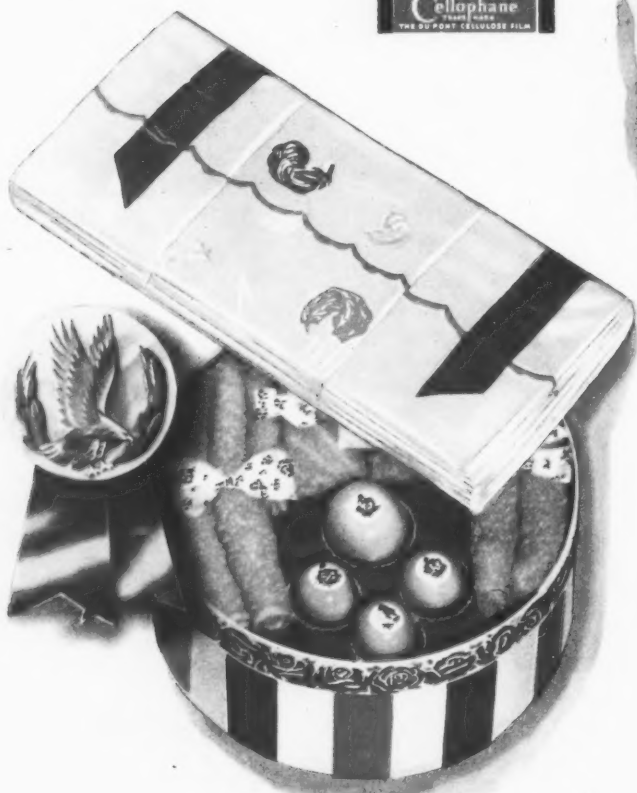
MADE OF



The cover and back page of this advertisement are Milcoted. Note the vast difference in appearance. Milcote imparts new beauty to all printed material. Also available in special heat-sealing, alcohol and moisture-proof grades for packaging purposes.

Something NEW has been added to fast frozen food merchandising... APPETITE APPEAL AT THE POINT OF SALE by MILPRINT! Hailed as a great forward merchandising step in this fast growing industry, the Cascade Cellophane overwrap by MILPRINT is conspicuous in the 1941 packaging Hall of Fame. Each variety, colorfully and appetizingly reproduced on the wrapper, exemplifies MILPRINT ingenuity... a notable example of MILPRINT creative technique and craftsmanship as applied to the whole realm of packaging.





AWARD TO **MILPRINT** FOR E. C. HARVEY & SONS GUM PACKAGES

The Harvey gum package has won acclaim...and sales...with its MILPRINT-designed Cellophane wrapper produced by multi-color rotogravure. Superbly colorful it possesses striking display value and impulse power in a highly competitive field; and reflects MILPRINT versatility in "Designs that get the business!"

AWARD TO **MILPRINT** FOR CELLOPHANE WRAPS DESIGNED BY CANNON MILLS PRODUCED BY MILPRINT

SALES IMPACT...plus!...with this cleverly contrived Cannon merchandise-unit. An effectively unique display device made irresistible with colorfully printed Cellophane by MILPRINT. A triple impulse value...a sparkling merchandising innovation!

MILPRINT, INC. MILWAUKEE PHILADELPHIA LOS ANGELES



Top Honors TO BOTTLES SEALED WITH "CEL-O-SEAL"!

ALL TWENTY of these bottles won highest honors in the All-America Package Competition . . . and all were topped by smart "Cel-O-Seal" bands!

Besides enhancing the appearance of packages, Du Pont "Cel-O-Seal" bands keep the product in, safe from evaporation . . . and keep destructive or harmful influences out.

What's more, on distilled spirits packages, "Cel-O-Seal" bands of the "Wind-O-Band" type do another job—protect the U. S. Government Tax Stamp! It's no wonder that, year after year, many a winning package wears a "Cel-O-Seal" band. It's the seal of beauty and protection!

LISTEN TO "CAVALCADE OF AMERICA," EVERY MONDAY EVENING OVER COAST-TO-COAST NBC RED NETWORK



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INSIDE NEWS

APRIL

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1942

Weather Proving Grounds ...Part of National's Research On Coatings

The investigation of protective and decorative coatings for containers forms an important part of research laboratory activity. New materials are being developed constantly and these materials must be thoroughly tested with respect to the functions they should serve. The Chemical Division is continually in touch with all the new developments produced by the coating material manufacturer and these new developments are investigated as they become available. Many problems arise which require the use of special coating materials and special methods of application to provide a coated container to serve a particular purpose. To meet these problems the sources of coating materials must be consulted, their recommendations obtained, and then the recommended coatings tested both in the laboratory and under actual commercial production conditions.

The investigation of coating materials involves the application and proper baking of the materials and fabrication, storage and resistance tests. These tests often require

extensive packing and processing tests under conditions similar to actual cannery practice. Storage tests are carried out under normal and also under unusually severe conditions.

The accompanying photograph shows one type of outdoor exposure test used to determine the comparative resistance of exterior can end finishes to extremely severe conditions.

At the present time, due to shortages of tinplate which increase the requirements for enameled steel, the increase in the number of special problems raised in relation to defense work, and actual shortages and necessities for replacement of coatings due to priorities, the research activities of the laboratory concerned with protective coatings have been greatly increased. By means of increased activity and study the serious problems raised will be met and solved to provide satisfactory protective coatings on containers which must be produced during the present emergency.

RESEARCH IS ORGANIZED THINKING.
(100)

The photograph illustrates a type of outdoor exposure test used to compare the resistance of coatings to weathering conditions. Can ends are fabricated from coated stock, double seamed on cans and placed on a rack exposed to natural outdoor conditions, such as sun, rain, and daily variations in humidity. The behavior of coatings under these conditions is followed by continual observations for breakdown.



Gelatin Coated Meats

A staff of laboratory technicians at the Quartermaster Corps has developed "defense" hams and bacon — special gelatin-coated meats cured in about half the ordinary time. The gelatin coating holds the flavor and helps preserve the meat, it is declared. These new processes may affect for the better Americans' dietary habits long after the emergency has passed, it is stated.
(101)

New Fruit Juice Blend for Canning

During the past year, several noteworthy blends of fruit juices have been perfected for canning by the Agricultural Experiment Station at Geneva, New York. In addition to Apple-Raspberry Juice, which was given consumer tests, blends of Plum-Apple Juice and Cherry-Apple Juice have been developed. Since better color and flavor, as well as

yield, are attained, the juice is prepared from frozen berries and blended with freshly pressed apple juice. Like apple juice, it is not clarified but is de-aerated and flash pasteurized at 170 to 175 degrees.

It has been observed that the change or darkening in the color of apple juice after pressing is related to change in flavor and to the degree of sedimentation in the juice. By rapid handling of juice, the original flavor and color are retained and very little sediment is formed in the pasteurized juices. The studies on fruit beverages, such as cherry cocktail, peach juice or nectar, blends of strawberry, rhubarb, and others, are being continued.

Particular attention is being given to the blending of vegetable juices, such as those from celery, carrots, and beets with sauerkraut juice, enough of the latter being added to raise the acidity in order that low temperature flash pasteurization may be used. By using low pasteurization temperatures rather than pressure cooking, more of the original quality of the vegetables is retained. (102)

Research for Camouflaging

For some time chemists in the United States have been working on a type of paint that would absorb light and not reflect it. The purpose of this research is to develop a coating suitable for camouflaging concrete highways leading to important industrial centers, bridges, oil tanks and other objectives.
(103)

Soap Notes

New grades of American pumice have been made available to hand soap manufacturers to replace ingredients which were formerly imported, supplies of which have now been cut off because of the war in Europe.

Experimental work is proceeding on materials to be added to toilet soap which will render the soap antiseptic and germicidal while at the same time having no unfavorable effect on such other properties as color, odor, etc.

Revised specifications are being considered for U.S.P. Soft Soap for the new edition of the U. S. Pharmacopoeia. The principal change is a liberalization of the formula, allowing for the use of other oils than linseed.
(104)

(Advertisement)

BY NATIONAL CAN



APRIL

PREPARED BY NATIONAL CAN CORPORATION, NEW YORK, N. Y.

1942

Vitamins From Tobacco

Scientists of the U. S. Department of Agriculture predict that thousands of acres in the nation's tobaccoland may be put to work producing a special kind of tobacco, *Nicotina Rustica*, as a source of nicotinic acid, the pellagra-preventing member of the vitamin B complex. Chemists at the new Eastern Regional Research Laboratory in Philadelphia are working to perfect the use of nicotine for making the vitamin product at a cost competitive with the coal tar source. They say that if only nicotine were used in making all the nicotinic acid required this year in the United States, it would take from 17 to 20 million pounds of tobacco. (105)

Sunflower Oil For Varnishes

Promising results are reported in the production of alkyl varnishes with raw sunflower oil instead of linseed oil. (106)

Soy Bean Shortening

Of the more than 400 million pounds of soy bean oil produced last year, more than half went into the production of vegetable shortenings. Because of the prospects for large exports of lard to Europe in 1942 and the expansion of demand for soy bean oil from other consumers, the department of agriculture has set a soy bean production goal for next year 18 percent above present levels. (107)

New Talc Deposits

Large new deposits of talc have been found in the U. S. and Canada and are being operated to replace talc previously imported from Italy, India, Manchuria, etc. A deposit in Newfoundland will soon be mined and processed. Cosmetic powders, containing talc, are valued at more than twenty-five million dollars annually at wholesale prices. (108)

Canada Cans Apple Juice

Because of the declining market for fresh apples, growers of the Okanagan Valley in British Columbia are processing and canning apple juice. About 300,000 gallons of the juice will be put on the market this year.

New apple products have also been developed. These products include "Fruit Coffee" produced in a form resembling coffee in appearance and taste, and "apple powder". Loss of the apple export trade in Western Canada, amounting to about 50 percent of the total annual pack of apples (about 5,000,000 boxes) has made these new outlets for the surplus important. (109)

Ventilation For Good Paint Jobs

Lack of proper ventilation sometimes causes paint to peel from barns. Formerly barns were loosely constructed and the moisture given off by the animals was almost immediately carried away. With the tightly constructed buildings of today it is important to make sure there is proper ventilation to remove this excess moisture. (110)

Red Bread

Red bread—colored by tomato juice—is being made experimentally by the Army. The added ingredient increases vitamins in the bread—especially Vitamin A, which helps prevent night-blindness. It is the vitamin night-fliers in England are reported to be using to increase their sight in the darkness. (111)

Asparagus For Insulating

The tough ends of asparagus stalks are being studied by research men as a raw material for defense products. Research men say experiments have indicated that asparagus stalk fiber is a good insulating board material. Disposal of the stalks has been a serious problem for canners in California. (112)

Canned Smoked Salmon

A new item in canned fish is making its appearance on the San Francisco market in the form of canned smoked salmon. Choice salmon is first smoked and then packed in quarter-pound flat tins, like sardines, with use being made of sesame oil. (113)

Tires From Molasses

We may yet ride on molasses tires, according to one of Akron's synthetic rubber specialists. He reports that it is perfectly possible to make passenger-car tires from synthetic rubber produced from molasses and that he himself used molasses as a source of synthetic rubber in his early research on that product. (114)

Technical Topics

A COMPLEX SODIUM-IRON PYROPHOSPHATE is suggested for use in the mineralization of foodstuffs. The compound, it is stated, makes iron readily available, yet holds it in a chemically combined form whereby it has no deleterious effect on the foodstuff. (115)

A SOLUTION OF CHLORINATED RUBBER, containing dibutyl phthalate and a bactericide, has been found of value for the preservation of the cordage used in sea-fishing nets, according to Canadian investigations. (116)

TETRAMETHYLTHIURAM DISULPHIDE has been found an effective agent for the control of brown patch and other turf diseases in recent investigations. Application at the rate of four ounces for each 1,000 square feet was found to afford complete control of various diseased conditions. (117)

NICOTINIC ACID CONTENT determination in foodstuffs and similar products by a new colorimetric method is described in recent British literature. In the simple method described, small quantities of the acid are determined indirectly by precipitation with phosphomolybdic acid and reduction of the nicotinic acid-phosphomolybdate complex with stannous chloride. (118)

CONTRARY TO GENERAL BELIEF, the caffeine and theobromine content of coffee, cocoa and other foods has no harmful effect upon consumers. Studies made by a well-known scientist show that practically every person consumes caffeine and theobromine containing foods and beverages very frequently and consumes appreciable quantities of caffeine and theobromine with no noticeable bad effects. (119)

HYDRATED MONOCALCIUM PHOSPHATE has been found of value as a coating agent for the acid constituent of baking powders in that it retards the speed with which the acid reacts with the soda bicarbonate during dough mixing. An over-rapid reaction causes much of the carbon dioxide gas to be lost before the dough has reached a point where the dough can retain the gas. Additional gas retained by the baked products tends to a larger volume, and increased lightness in such products. (120)

For further information on any of these articles write to National Can Corp., 110 E. 42nd Street, New York City. Please mention the number at end of article—also name of the magazine you saw it in.

(Advertisement)



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Tough SHEFFALLOY Metal is available in limited quantities only from New England. It's our contribution in the National Emergency towards relieving the stress of tube metal shortage and to help protect the business and profits primarily of our regular customers. We look forward eagerly, however, to the time when sufficient metals are available to offer SHEFFALLOY Tubes in sufficient quantities for our regular accounts and possibly aid many other buyers of good collapsible tubes.



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helps win only award in Tobacco group.



and that's not all....

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While H & D factories are on an all-out schedule producing shipping boxes for war materials and civilian essentials, you can use H & D's packaging skill to simplify your present shipping boxes as well as to create new sales-stimulating packages for the future. H & D Package Engineers are at attention, ready to go into action to help you solve your packaging problems. Take advantage of this specialized service today.

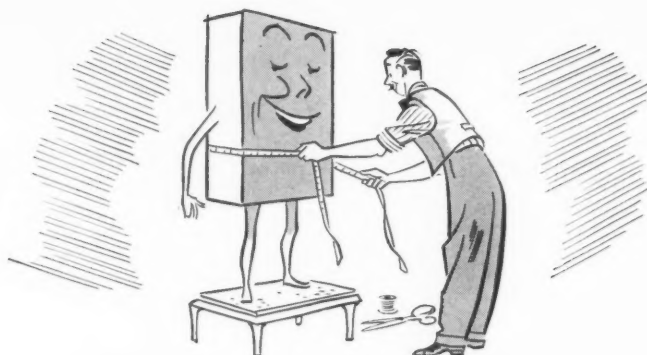
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APRIL • 1942 27



FOR *Smart Packages*

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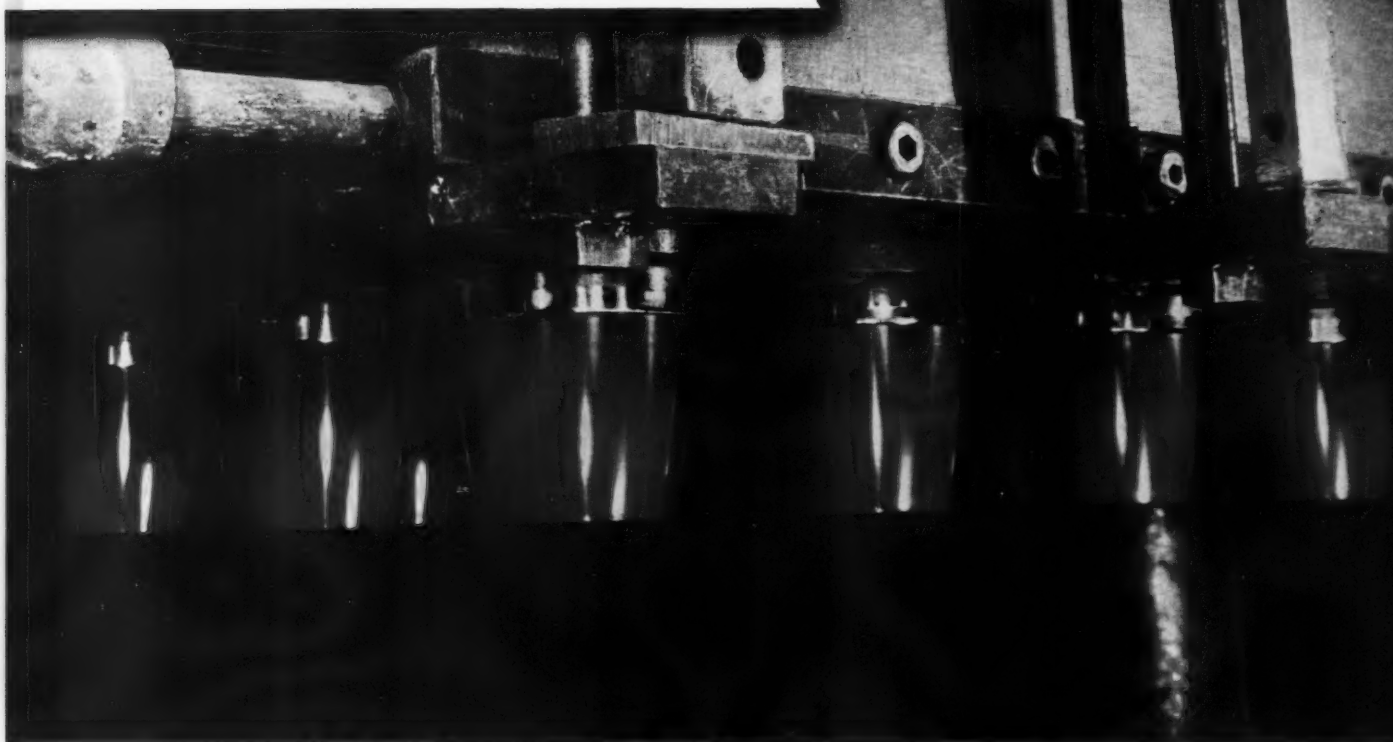
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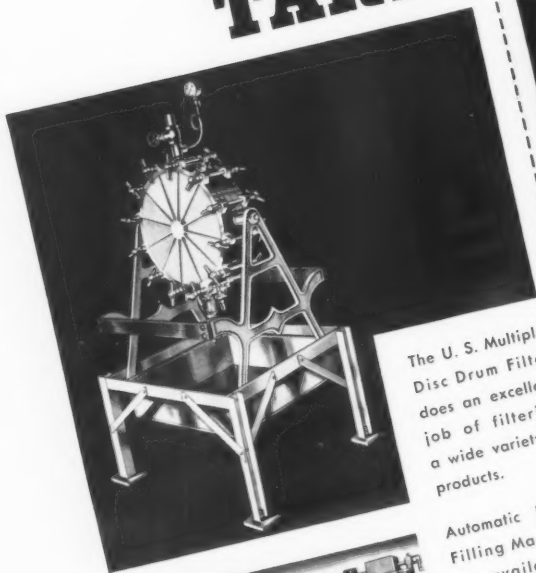
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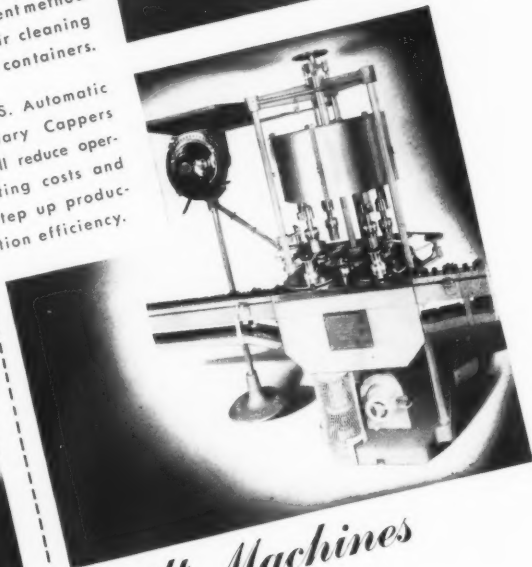
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The Sanitair Rotary Automatic Air Cleaner, the most efficient method for air cleaning new containers.

U. S. Automatic Rotary Cappers will reduce operating costs and step up production efficiency.



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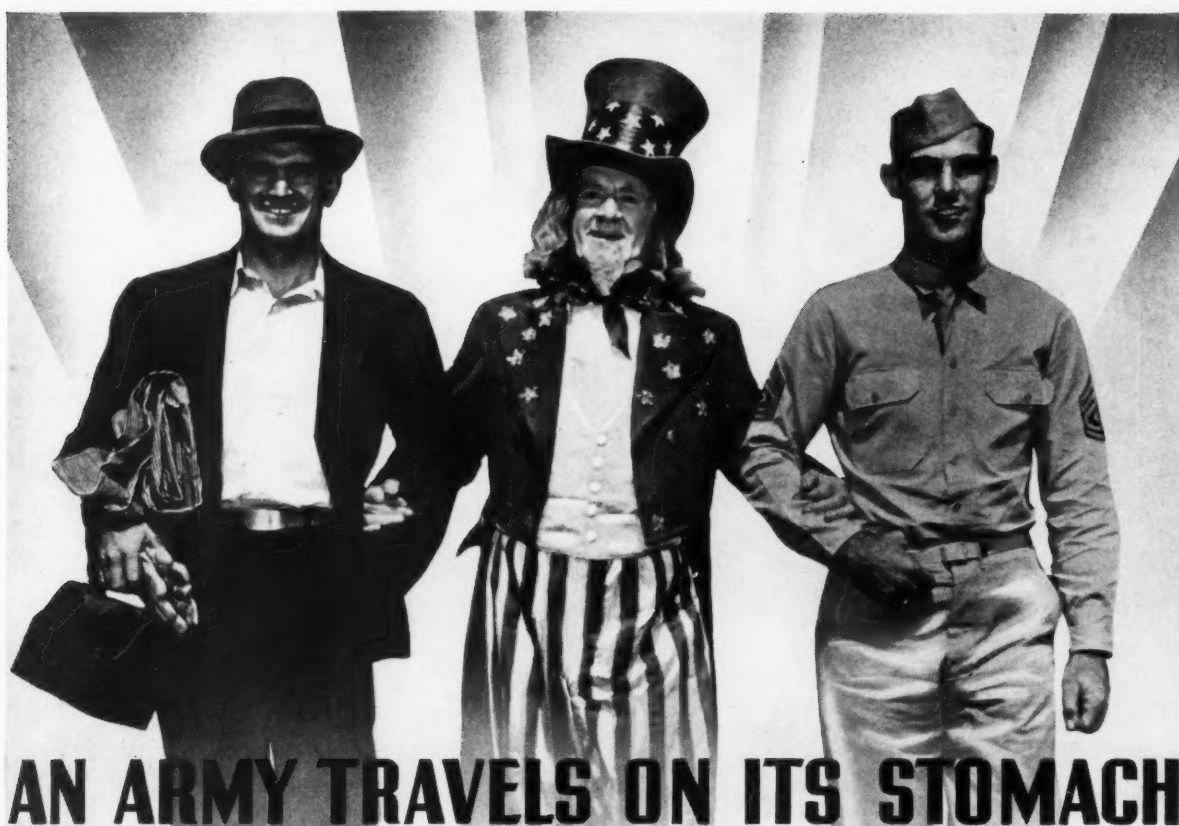
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Napoleon's words are truer than ever today, for Uncle Sam's two big armies, in the Service and in the factories, deserve and will receive the most nourishing foods in the world. And then comes the feeding of civilians both here and abroad.

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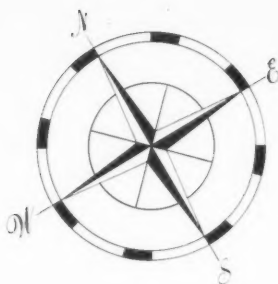
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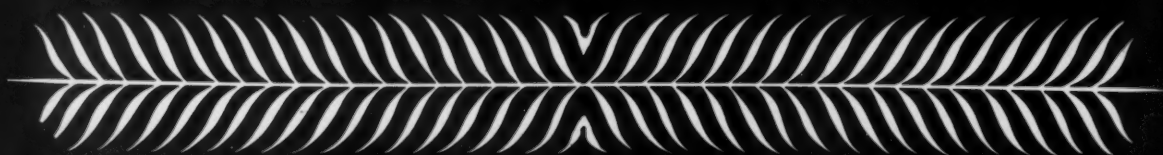
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COUNTER
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ALL AMERICAN
1942

MAJOR
AWARD



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King Edward Silverplate

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25¢
VALUE 75¢

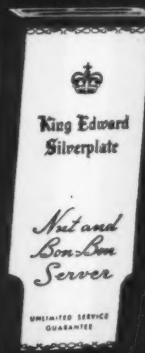
Nut and Bon Bon

SERVER

| Silverplate | Silverplate |
|-------------------------|-------------------------|
| King Edward Silverplate | King Edward Silverplate |
| King Edward Silverplate | King Edward Silverplate |
| King Edward Silverplate | King Edward Silverplate |
| King Edward Silverplate | King Edward Silverplate |
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N STOCK

SEE
KING EDWARD SERVICES
FOR SIX AND EIGHT

DISPLAY CONTAINER AND
CARTON REPRODUCED
THROUGH COURTESY OF
NATIONAL SILVER CO.

*This original method of
packaging Silverware won
the MAJOR AWARD for
counter merchandisers*

Selling silver by the piece like daily casual purchases was an idea. With that in mind we created and produced the counter merchandiser plus the individual cartons to catch the stray quarters, shoppers in silver departments might have to spend. It works.

Of course, we made it with the dignified air a silver display must have. Seventy-two pieces of silver are packed in the dispenser in individual cartons. A sample item is always on display in back of the cellulose window which aids in dramatizing the product.

It's a champion because it combines unbeatable merchandising qualities into a display and a package that really sells goods. They make sales grow where none grew before.

We've got a package-display service that designs winners. If you're looking for something different, something better than your competitors are doing, come to a concern that knows how to help you sell your product.

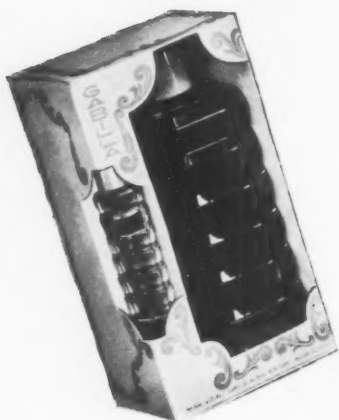
BROOKS AND PORTER, INC.
304 HUDSON STREET - NEW YORK CITY

Unique Packaging that WINS SALES

Many types of packaging and display materials are now unobtainable due to defense needs.

However, cartons and displays are still procurable at prices you can afford.

Given full play in the way of unique construction and design, we have brought overwhelming success to many a product. No matter what your item or packaging problem may be, our creative department will be glad to tackle it.



DISTINCTIVE PACKAGING FOR

TOILETRIES

THINGS TO WEAR

FOOD PRODUCTS

NOVELTIES

CANDY • TOYS • DRUGS

COMPLETE FACILITIES FOR PRINTING OR LITHOGRAPHING

FOLDING BOXES

COUNTER DISPLAYS

WINDOW DISPLAYS

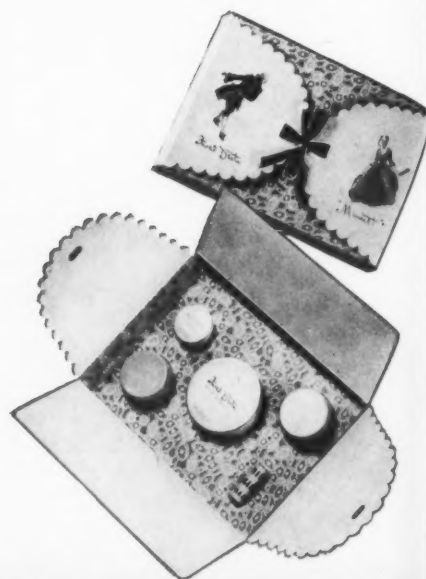
CHAIN STORE CARDS

PACKAGE INSERTS

CATALOGS

LABELS •

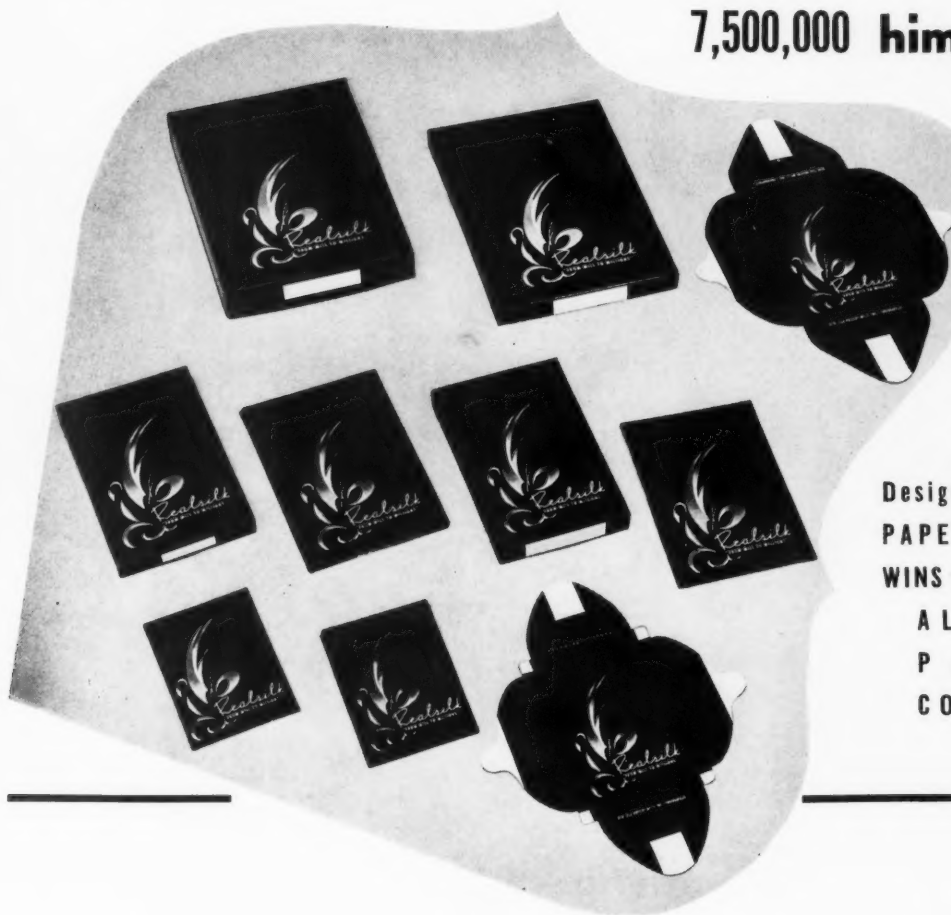
FOLDERS



BROOKS & PORTER, Inc. • 304 HUDSON STREET, NEW YORK CITY

Glamour PACK FOR . . .

7,500,000 *hims and hers*



Designed and Produced by
PAPER PACKAGE CO.
WINS MAJOR AWARD IN
ALL-AMERICA
P A C K A G E
C O M P E T I T I O N

The design for the women, the rich brown color for the men—these two elements make a package for Realsilk lingerie and hose that has enough appeal, to both men and women, to sell 7,500,000 units in 1941. They are rich looking packages—and they richly deserved the All-America Award bestowed by the judges.

We are proud, indeed, to have designed and produced such outstanding packages. They are true examples of our creative packaging service. Now is the time for you to think, to plan, and to redesign for the future. Let us show YOU the way!

PAPER PACKAGE COMPANY

INDIANAPOLIS, U. S. A.

Branch Sales Offices

Tel. Franklin 2062
CHICAGO

Tel. Cherry 2538
CLEVELAND

Tel. Jefferson 3294
CINCINNATI

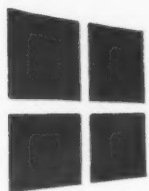
Tel. Cadillac 0772
DETROIT

"HE PUT IN HIS THUMB
AND PULLED OUT A PLUM"



Replicas of an old Waterford glass decanter jug are the Cologne bottle and the Virginia Reel bottle trio for Campana's Old South. The hobnails and simple outline of the Cotton Blossom Lotion container correspond with the general nostalgic feeling of the entire Old South line.

MAJOR AWARD - COSMETICS (WOMEN)



It's nice to think that office boys can become presidents. And that obscure waitresses can suddenly blossom forth as movie stars.

It doesn't happen very often in real life. And almost never in merchandising.

Practically every Award that was ever won—every market ever conquered—came out of thought and perspiration. That's especially true in packaging.

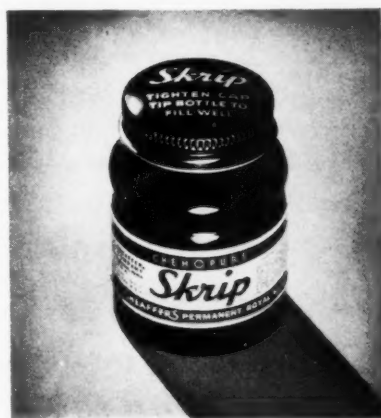
The three Carr-Lowrey customers—Campana, McKesson & Robbins, Sheaffer—who won Major Awards in 1942, therefore, deserve all the congratulations they get. Their prize winning packages were proved in day-to-day selling even before they were selected by All-America judges.

Like many leaders in the fields of cosmetics and toiletries, drugs, foods, household products, these companies have chosen Carr-Lowrey to produce their glass packages. That the result has been the achievement of packaging's highest honor is news that other packagers may profit by.



Simplicity is the keynote of McKesson & Robbins' after-shaving bottle for Tawn lotion. The squareness and solidity of the design suggest the masculinity of the product. Integrally molded ridges eliminate the slipping hazard often present in using products of this type.

MAJOR AWARD - TOILETRIES (MEN)



Completely organic design sets off Sheaffer's Skrip Ink bottle from its competitors. It features a patented well-filling device for simplified use.

MAJOR AWARD - STATIONERY & SUPPLIES

CARR-LOWREY



3-Point Service

creates

PRACTICAL • ATTRACTIVE • ECONOMICAL

glass packages for cosmetics,
drugs, foods, household products.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Ave. • Chicago Office: 1502 Merchandise Mart

BLOOD IN A PAPER TUBE

↓ **Blood Plasma Package—MAJOR AWARD**

Sharp & Dohme and American Red Cross



A brand new package developed for bringing human blood plasma safely from airplane to ground was given the Major Award in the 11th Annual All-America Package Competition.

This ingenious package contains a complete outfit for administering the dehydrated plasma intravenously, with instructions for so doing.

Both essential parts of the plasma outfit—the dried plasma and the distilled water—are packaged in sturdy fibre tubes designed and supplied by Cleveland Container Co. These metal-end containers help keep both bottles from breaking when dropped from airplane to ground.

The plasma can plays a vital role in administering the plasma as well. The container has a hole in the bottom

through which the neck of the plasma bottle is inserted. A die-cut window is exactly placed so that the amount of plasma given to the patient can be measured to the c.c. The various contributors to the complete plasma set prove how important and functional packaging can really be. In normal times we were making sales—now we're saving lives! In either case, we're ready, willing and able to adapt round packages to whatever requirements are laid down.

A Cleveland spiral tube protects the sensational new closure on the Skrip ink package that won the Major Award for the W. A. Sheaffer Pen Co.



The CLEVELAND CONTAINER CO.

10630 Berea Road • CLEVELAND, OHIO

Other Plants Listed as Follows:

New York City • Philadelphia • Detroit • Milltown, N.J.
Chicago • Plymouth, Wisc. • Long Island City

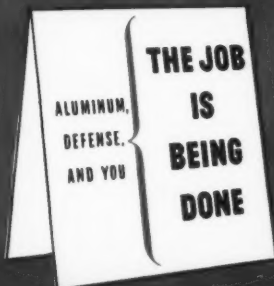
**FORGET
YOUR OLD
ASSUMPTIONS**

IMAGINEERING

IMAGINEERING

IMAGINEERING

IMAGINEERING



IN THESE DAYS an advertisement is no place either for hosannas or sermons about production. Every man knows how well he is doing the job that is before him. Deeds, not words, are the measure.

BUT WORDS CAN BECKON beyond the realms of immediate duty.

IMAGINEERING is such a word. We coined it to make the needs of the future a reality, here and now. It is a way of describing what a man can do about the day when. . .

HOW DO YOU DO IT? You let your imagination soar and then engineer it down to earth. You think about the things you used to make, and decide that if you don't find out some way to make them immeasurably better you may never be asked by your customers to make them again.

YOU FORGET YOUR OLD ASSUMPTIONS. For instance, you may be one who used to assume that aluminum was too expensive. Even if you were right then (and you may not have been) the price trend of aluminum knocks those assumptions into a cocked hat.

WERE YOU ONE who used to assume that structures behaved exactly the way the theory said? Have you looked into the new answers the mammoth testing machine in the Aluminum Research Laboratory has found for that one?

DID YOUR OLD PRODUCT GROW like Topsy? More than one designer is Imagineering with this point of view: My product was in a groove. I couldn't get it out, because I didn't dare get too far away from last year's model. Now's my chance to start from scratch, and let tradition be hanged.

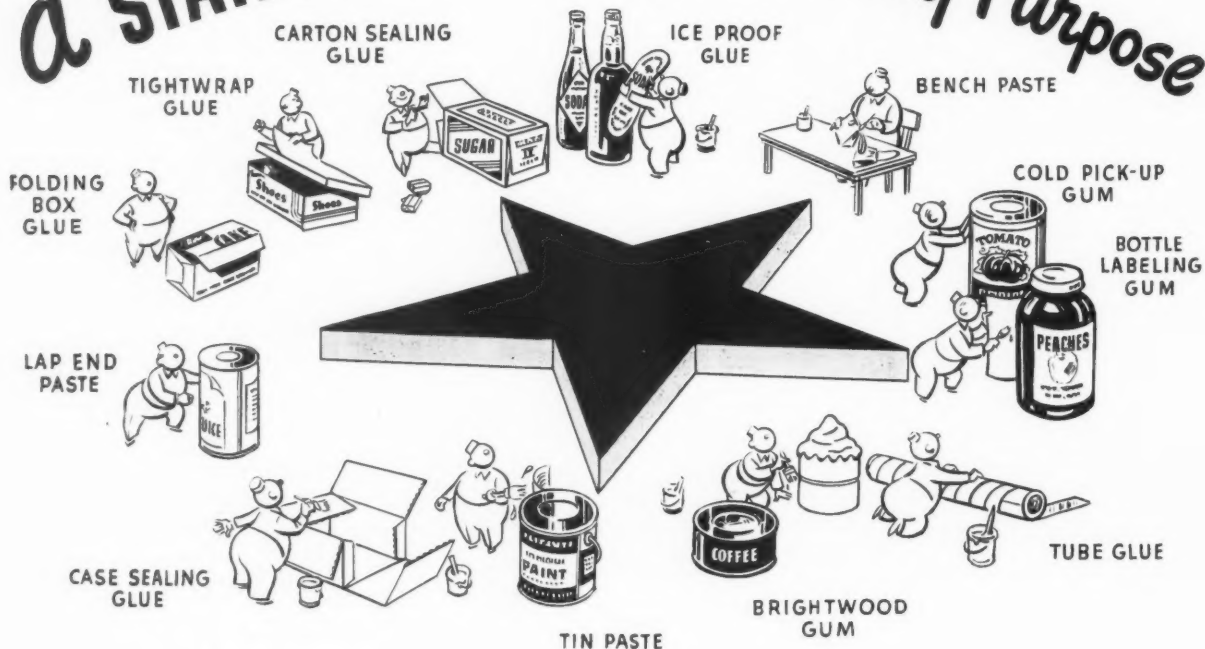
THAT IS THE KIND OF THINKING that will make jobs in the future. It is the kind we can help with: help with ideas and with know-how. Will you invite us?

Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA ALUMINUM



A STAR ADHESIVE for Every Purpose



HERE it is, right before your eyes. A Star Adhesive does exist for every packaging purpose. Each formula is the result of research in our laboratories. Each has been tested thousands of times—all have been used for years. Star has become the standard of quality in adhesives. And of economy, too—for Star Adhesives take dilutions of 50% and more and give actually better adhesion when thinned.

You are not experimenting when you order a Star paste, gum or glue. You know you're

getting top quality. You have the assurance that your package will hold together under the most adverse conditions, that your label will adhere to your bottle or can under the most trying circumstances.

It's smart to specify your adhesive as well as your ink, paper, board, plastic or what have you. Remember, your adhesive is the substance that holds all the others together. If it fails, the expense of design, production, advertising and merchandising is wasted. Be sure—Specify Star Adhesives.



Write for the informative booklets illustrated: "Here's A Bird Of An Idea" and "Make Your Identity Stick."

BINGHAM BROTHERS COMPANY
Every Kind of Roller and Adhesive

NEW YORK
406 PEARL STREET

PHILADELPHIA
521 CHERRY STREET

BALTIMORE
101 COLVIN STREET

ROCHESTER
900 HUDSON AVENUE

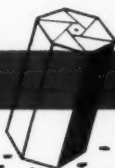


ALL AMERICA



THE PACKAGE

A family of six hexagonal folding cartons for dry macaroni products which affords the consumer remarkable convenience in opening, dispensing and reclosing. Effective use of true-to-life illustration, legible copy, brilliant colour, two-way display, cross advertising, and informative labeling in addition to its novel construction make this the outstanding food packaging of the year, which has taken the only award to be given in the Grocery Products Division of the All-America Package Competition for 1941.



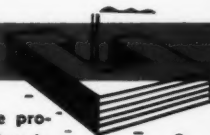
THE PLAN

Typical of Standard package styling these packages were designed according to our formula for "Planned Packaging" which begins with a product and market analysis, and takes into account step-by-step every factor bearing upon the development of an outstanding packaging. The Company's complete production facilities are in this way most effectively used in the creation of outstanding product containers that embody the innumerable features that make packaging one of the most vital merchandising forces of modern business.



THE COMPANY

The facilities of Standard Paper Box Limited for the production of paperboard packaging are the most complete in Canada with departments for producing folding cartons, set-up boxes, corrugated shipping containers and silk screen displays. The Company maintains a creative department staffed by experts in the technique of modern package merchandising for the creation of result-getting packaging and display material. With such extensive facilities our packaging engineers have unlimited scope in designing a packaging that is exactly suited to every manufacturer's individual production and merchandising requirements, whether it be a folding, set-up, or corrugated carton, or an entire programme embracing a complete point-of-sale campaign. Our complete facilities are organized to assist you with your packaging problems in every way. Submission of suggestions and ideas entails no obligation on your part.



Standard PAPER BOX LIMITED MONTREAL CANADA

Two WINNERS:

★ JEWELRY

AWARD to Jacques Kreisler
Manufacturing Corp.

Creating a setting for jewelry so different that its design is patented—breaking radically with precedent—and yet appealing to the tastes of the most discriminating men—these are but a few of the accomplishments of the prize winning jewelry boxes designed for Jacques Kreisler.

Out of monks cloth and copper and transparent velvet came presentation boxes that breathe quality and beauty.

Each Arrow box for Kreisler jewelry is a work of art. Natural monks cloth is the background for a wide, dramatic, embossed copper strip, carrying the company symbol and logo-type. The practical selling, long-wearing and soilage-proof features of the package have been instantly apparent to dealers—resulting in window and counter highspotting in retail outlets. This has further enhanced the acceptance of Kreisler jewelry for men.

Jacques Kreisler

Arrow specializes in the creation and production of distinctive presentation boxes and displays. By utilizing odd materials and creating unusual shapes and designs, Arrow builds boxes and displays that win both awards and sales consistently. The jewelry and cosmetic industries are typical of the many fields in which Arrow has won distinction.

ARROW

BOXES & DISPLAYS • IN METAL • CARDBOARD

IN OUR TWO ★ Specialized Fields

★ COSMETICS AWARD to Yardley & Co., Ltd.

Distinction in a market so crowded with brilliant packages is indeed difficult to achieve. More credit, then, to Yardley for achieving it.

The creation of a truly characteristic beauty kit to contain their line of exquisite toiletries was complicated by the scarcity of materials. The intelligent utilization of celanese and of simulated leather, relieved by bright hardware, give an immediate impression of richness. The construction and shape of the kit are both unique and functional. The lid carries a mirror, the upper tray makes room for personal possessions and the lower compartment gives full space to the various cosmetics and toiletries.

The full worth of this kit is proved by its acceptance in a highly competitive market.

Yardley



Manufacturing Co., Inc.

15th & HUDSON STREETS • HOBOKEN, NEW JERSEY
WOOD • GLASS • FABRICS • LEATHER • IMITATION LEATHER



THESE LABORATORY PRODUCTS

Funny the fascination a laboratory has for most people. Perhaps it is just curiosity as to the manner of man who works there. Actually they are just a group of intelligent, trained men, carefully selected for their ability and experience, working diligently (you ought to see the midnight oil they are burning today) according to a pre-determined plan. For years they have been piling up bits of knowledge which today is being fitted together to give the replacements needed for normal materials now gone to war.

Take adhesives, for example. From the abundance of domestic dextrines, starches and resins have come fairly easy substitutes for the imported materials formerly used. But for those special adhesives where latex and other scarce resins were used, the problem was more difficult. On one of these the new material came from research involved in the making of insoles for shoes. Now, barring unforeseen strictures on supply, this new synthetic offers potential possibilities as a lap paste for asphalt laminated bags, as a sole attaching cement in the shoe industry, as a combining cement, and heaven knows what.

In the crowded days ahead, laboratory production will play an increasing part in our disorganized life. Old ways of doing things must give way to new conditions. More than ever before suppliers well fortified with a research background will prove their worth. Since we serve only a portion of the packing field we don't claim to have the answer to every adhesive problem, but there may be application for some of these new laboratory products in your packaging problems. If you think so, write us.

DEWEY AND ALMY CHEMICAL COMPANY

Cambridge, Oakland, Chicago

WE'VE DONE IT AGAIN!

Borden's



Another All-America Award to a KINDRED, MAC LEAN display. This animated ELSIE & BEULAH DISPLAY does more than win top awards - it wins attention and sales for THE BORDEN COMPANY. If you, too, want a winning display, call or write us.

...and speaking of winning
LET'S WIN THE WAR -



-BUY DEFENSE BONDS

CREATIVE
LITHOGRAPHERS

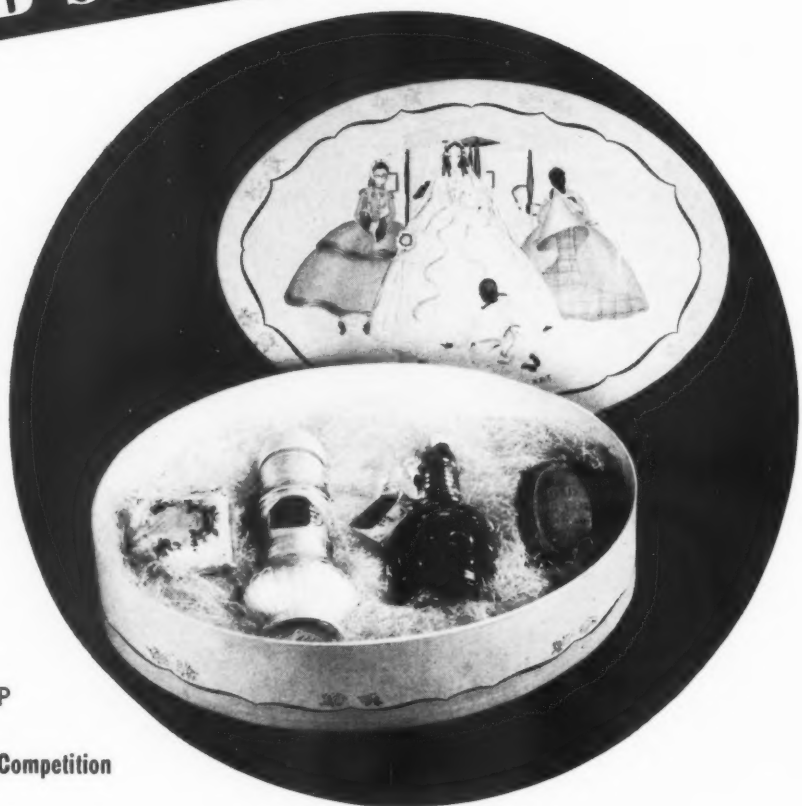
KINDRED, MAC LEAN & CO., Inc.

43-01 TWENTY-SECOND STREET
LONG ISLAND CITY • Stillwell 4-7212
CHICAGO OFFICE • 154 EAST ERIE STREET

MEMBER POINT OF PURCHASE ADVERTISING INSTITUTE

Romance Box

OLD SOUTH-MAJOR AWARD



COSMETICS AND
TOILETRIES GROUP

All-America Package Competition

An important item in the Old South line of feminine toiletries . . . the Major Award winner in the All-America Package Competition . . . a Dorfman creation.

Important packagers know the value of reliable suppliers. That's why so many choose Dorfman for their set-up boxes. Such varied items as electric shaver, books, perfumes, toiletries—and a hundred others—look better and sell better in Dorfman boxes.

Our organization has produced countless winners, in All-Americas and in selling.

WRITE OR CALL

A. Dorfman Co., Inc.

57 West 19th Street

New York, N. Y.

WHY PACKAGING IS GOING ACME *SilverStitcher*

"ASTOUNDING RESULTS"

"REDUCED COSTS"

"50% INCREASE IN
OUTPUT"

"WOULDN'T GO BACK
TO OLD METHOD"

"SAVINGS IN TIME AND
MATERIAL"

"FASTER, EASIER"

"STRONGER CARTON"

● These are just a few of the reasons why so many concerns are turning to Acme Silverstitchers for easier, faster and lower-cost box stitching—typical of the many letters telling about the amazing results achieved with Acme Carton Stitching Equipment.

BOTH WIRE AND EQUIPMENT FUNCTION AS A UNIT

Because Acme Silverstitch and Silverstitchers are built for each other, you are assured of stitching satisfaction year after year. Both wire and equipment are supplied and *guaranteed* by

And today, when increased production is vitally necessary . . . is the time to install the new, sturdily built, low-cost Silverstitchers in your plant. Made in standard and in special sizes and types, Acme Silverstitchers meet every carton stitching requirement.

Acme Steel Company. Mail the coupon today for data on Acme's box stitching equipment—see how you can get faster and better stapling . . . lower carton stitching costs.



FASTER, EASIER, LOWER-COST SHIPPING WITH *Acme Steelstrap*

Shipments are "Bound to Get There" faster when Acme Steelstrapped. Used for reinforcing all kinds of shipping packs, cartons, boxes (wooden, corrugated or fibre), crates, bundles, skids—it assures important savings in labor, material and time. Small packages can

be bundled into a single unit . . . sometimes permitting a more economical express classification. With large units, Acme Steelstrap often makes possible a lighter weight and less costly container. Acme Steelstrap meets all Federal strapping specifications.

ACME STEEL COMPANY

2843 Archer Avenue, Chicago, Illinois
Branches and Sales Offices in Principal Cities

ACME STEEL COMPANY, 2843 Archer Ave., Chicago, Illinois

- ☐ Please send the free folder with all the facts on more economical, faster and easier box stitching.
☐ Send full details on Acme Steelstrap.

Name

Company

Address



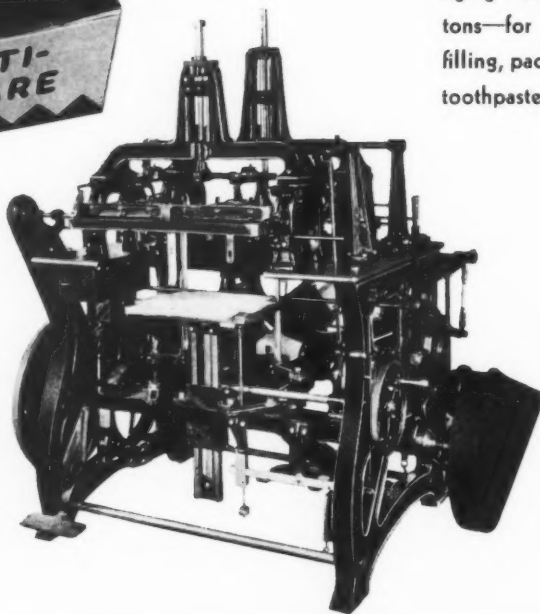
THE BRIGHTWOOD MACHINE

PRODUCES A WINNER!

Sturdy folding boxes are produced automatically on U. S. Automatic's famous Brightwood machine to house the champion among meat packages: Kingan's Tasti-Meat in transparent envelopes. Heavyweight folding boxboard is quickly transformed into a package that is dependable and of the exact size to hold the meat loaf, with all printing properly spaced.

We congratulate the winner: Kingan & Co. for their achievement. We also extend congratulations to Ohio Boxboard Co. for their use of our Brightwood machine.

To all packagers and boxmakers we offer the same high quality of workmanship and design that characterize our complete line of packaging equipment for every type of dry-product packaging—for making boxes and cartons—for net & gross weighing, filling, packing—for cartoning candy toothpaste, razor blades, soap, etc.



Standard Top Feed Brightwood, automatic folding box-making machine, of the type installed by Ohio Boxboard to make the Kingan packages.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

Owning and Operating

National Packaging Machinery Co.—Cartoning Machinery Corp.

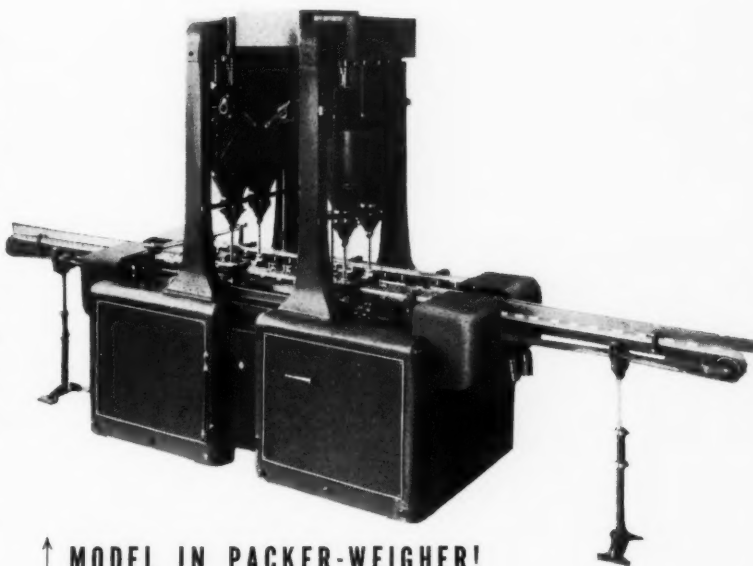
AN AUTOMATIC PACKER WEIGHER!

NEVER BEFORE ACHIEVED

An Automatic Packer-Weigher that will also operate as a Volume Packer, Volume Filler and Gross Weigher. This machine fulfills every requirement for advanced means of automatically handling powdered, granular and paste materials of almost all descriptions.

The Model JN machine has four filling stations and is made for running speeds of 50 to 160 per minute. The Model JK is an automatic twin station machine which is suitable for lower production requirements.

Both models are easily adjustable and convertible for different size containers.



↑ MODEL JN PACKER-WEIGHER!



◀ The Tawn package of McKesson & Robbins Company, which won the Major Award in Men's Toiletry packages, utilizes one of our Bond semi-automatic weighing and filling machines for accuracy.

DEFENSE

We are contributing our part toward the war effort. Our production is now largely for defense work. We therefore request both old and new customers to understand our position in not being able to serve you in all instances as well as we should like to.

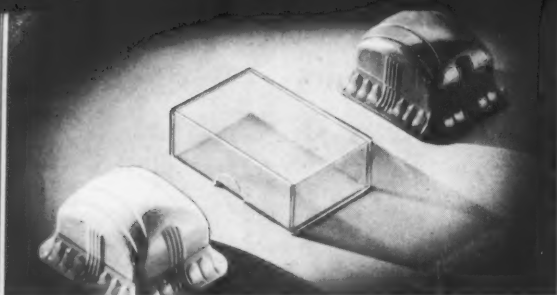


Write for Details
and Literature

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

18 ARBORETUM ROAD (Roslindale) BOSTON, MASS.

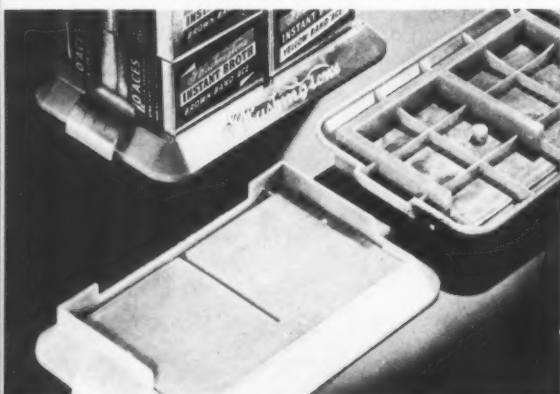
Branch Offices: NEW YORK • CLEVELAND, OHIO • CHICAGO, ILL.



Injection molded boxes show what can be done with color and warmth of plastics to add sales appeal.



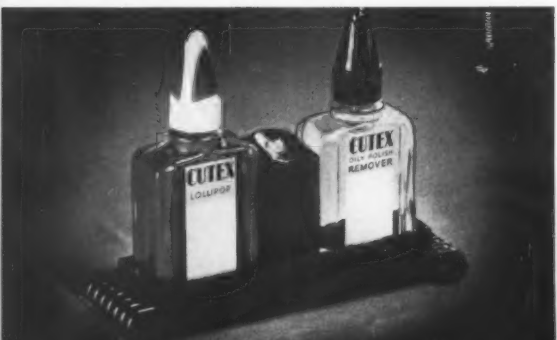
Dark plastic clips lend richness and rigidity to a printed mirror sign for a famous brand of liquors.



Bright yellow injection molded base gives full display to products and plenty of built-in support, as well. Glass sides allow visible stacking.



(above) The transparency of plastics allows a permanent design to be molded on reverse side. (below) Display-package for Cutex manicure accessories helps build sales.



BRIDGEPORT

WILL WORK ON YOUR PACKAGING NOW!

.....

we have the PLANT

for injection and compression molding and many 100% Automatics of our own design. Our other new plant in Fairfield, Conn., will be ready for production early this year.

we have skilled SERVICE

for styling, engineering, mold and model making—and most important of all—a "know how" in molding that produces a *better* precision product at a *lower* cost.

we have topnotch CUSTOMERS

a proof of quality molding. Our designers and engineers are available without obligation. Let us study *your* packaging problems *now*.

.....

BRIDGEPORT MOULDED PRODUCTS, INC.

BRIDGEPORT

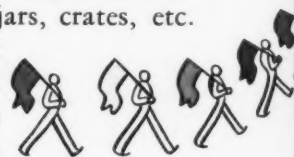
**BP
M**

CONNECTICUT

Today

Stecher-Traung Quality in your packaging material is more important than ever!

The illustration below shows a few of the thousands of label and package jobs produced by Stecher-Traung—the world's largest makers of labels for cans, bottles, jars, crates, etc.—and one of the world's largest makers of box wraps and cartons. For over 75 years this great American institution has





been a most reliable source of supply through the stormy as well as the smooth-sailing periods of this extremely essential industry.

Stecher-Traung's FULL Color "Gang Run" method of producing labels and packaging material, to give you the finest quality lithography in small quantities at economical prices, is now extended to include all kinds of sales and advertising material you use and practically any job you may have. The savings resulting from our "Gang Run" method, which combines many jobs of the same type on one large sheet, mean we can give you—

FULL COLOR at 2-Color Cost!

Yes, we can produce your Labels, Cartons, Box Wraps, Consumer Folders, Recipe Books, Circulars, Booklets, Broadsides, Streamers, Displays and other advertising material in sales-boosting FULL Color for as little as you usually pay for only 2 colors. And this holds true even in small quantities of 25,000 minimum.

Stecher-Traung's large, modern plants in Rochester, N. Y. and San Francisco, Calif. are equipped to handle your jobs from layout, art work and photography to the finished material—saving you time, effort and money.

We have offices in leading cities and fifty representatives ready to serve you no matter where you are located. Ask for samples of our work and quotations on your jobs. And be sure to get a copy of our new 36-page Book telling the complete story of our service and giving valuable information for you and your organization.

Mail Coupon for Free Book

STECHE-TRAUNG LITHOGRAPH CORPORATION, Department 1402
274 North Goodman St., Rochester, N. Y.
600 Battery St., San Francisco, Calif.

Please send a copy of your new 36-page, Illustrated, Full Color Book on "How to Step Up Your Advertising Material and Save Money"—free of charge and without obligation.

Name _____ Title _____

Firm _____

Address _____

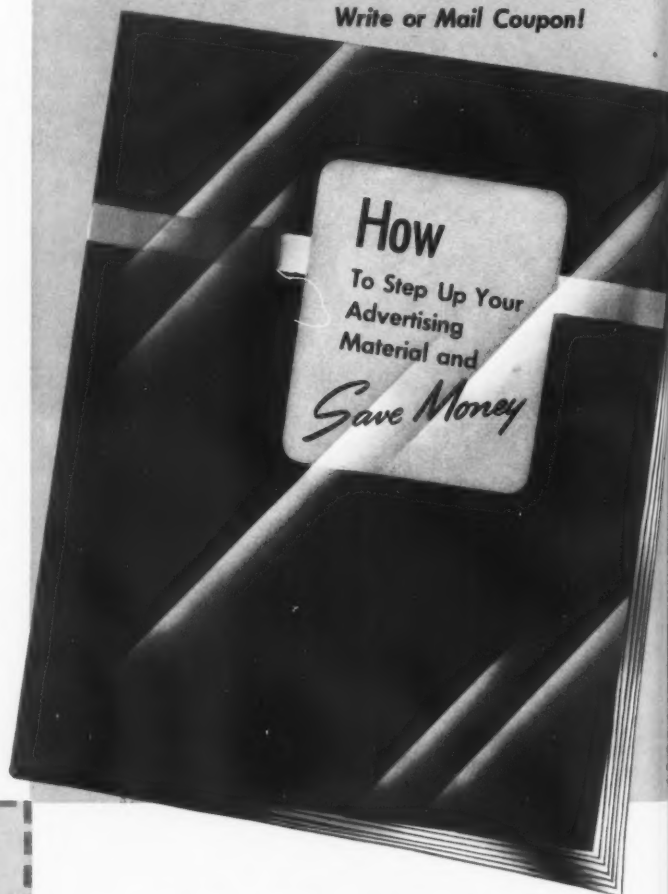
City _____ State _____

Free 36-PAGE BOOK!

This 36-page book gives you a wealth of information on all Stecher-Traung products and valuable information for preparing FULL Color advertising and sales material.

- Gives details on Label, Carton and Box Wrap production.
- Tells about our new money-saving Lamiphane Super Gloss Finish.
- Contains Color Charts and tells how to use FULL Color easily.
- Shows how to make Folder Layouts and gives 20 popular Styles and Sizes.
- Explains our complete service and how you can save money on the finest lithography.

Yours Free—
Write or Mail Coupon!



STECHE-TRAUNG
LITHOGRAPH CORPORATION

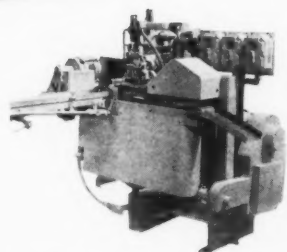
ROCHESTER, N. Y.

SAN FRANCISCO, CALIF.

BALTIMORE
BOSTON
CHICAGO
CLEVELAND
COLUMBUS
DETROIT

HARLINGEN
HARTFORD
HOUSTON
LOS ANGELES
MACON

NEW YORK
OAKLAND
PORTLAND, ORE.
SACRAMENTO
ST. LOUIS
SEATTLE



OUR DEFENSE EFFORTS INCLUDE:

Labeling and Sealing of Cartridge Cartons
Gun Firing Applications
Lens Cleaning
Lens Roughing
Lens Polishing
Lens Centering
Angle Correction Units
Special Defense Equipment

and pleased to play our part!

American Industry gave a rigid and impartial test of N. J. M. Labelrites and Motoair Pumps, during the years when we were producing the first thousand of these dependable, precision, time-saving units. Now we have been building many of them for Uncle Sam, to accomplish an important Defense Job.

Their record of satisfaction is the most compelling reason why Labelrites should be given first consideration in planning improvements to your present production.

Get FACTS.... and you'll get LABELRITES!

NEW JERSEY MACHINE CORPORATION

Clinton Ave. at 16th Street, HOBOKEN, N. J.
Chicago Office - 325 W. Huron St.





DR. PEPPER Display...convincing illusion of broken glass, printed on cellulose overlay. Background direct color photography... Designed and produced by Einson-Freeman.



McCORMICK TEA...a floor stand planned for supermarkets. Three dimensional. Holds three dozen tins. Designed by James Harley Nash, produced by Einson-Freeman.




EINSON-FREEMAN CO., INC.



Highly Awarded Lithographers

STARR & BORDEN AVENUES, LONG ISLAND CITY, N. Y.

Einson-Freeman again?

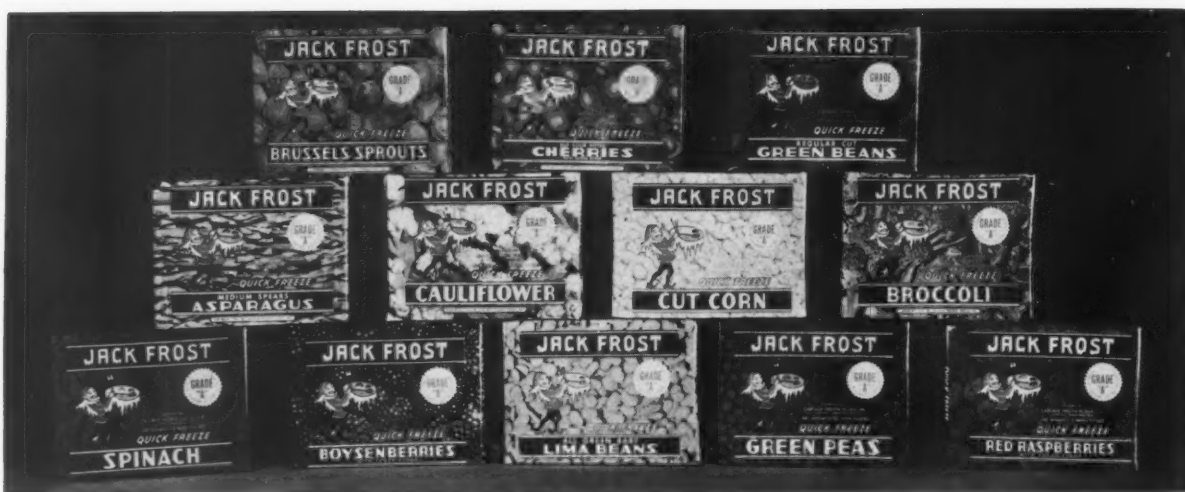


An old story  with a new significance . . . In 1941, only four Awards were given for Window Displays  With 350 entries, E-F won TWO!  Only two Awards were given for Floor Stands. With 30 entries, E-F won ONE! . . .

 For displays that stand out  in a crowd of displays, or any other crowd, come to Einson-Freeman!



BALLANTINE Display . . . actual size refrigerator. The shelves hold merchandise. Figure is separate piece. Designed by Charles Barnes and produced by Einson-Freeman.



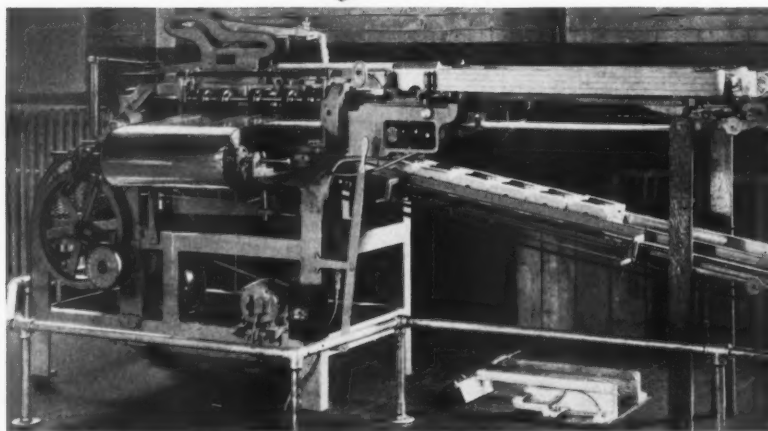
THE MOST BEAUTIFUL FROZEN FOOD WRAPS

THE Jack Frost line of frozen foods is packaged in cartons with a beautiful, rotogravure, full-color cellophane wrap showing an actual picture of the food before freezing. The entire line of 15 to 20 items is tight-wrapped in these beautiful labels. So important are these wraps, the packager depends on them for his quality appeal, protection and merchandising punch.

Each is applied quickly, accurately and tightly by a Hayssen wrapping machine—one of our complete line of food-wrapping equipment. Our machine did not win this prize—Cascade Frozen Foods, Inc., did that. What is noteworthy, however, is the fact that Hayssen is chosen by so many discriminating packagers to perform the most responsible packaging operations. We'll be glad to tell you more about our equipment. Just write to

HAYSSSEN MANUFACTURING CO.
SHEBOYGAN - - - - - WISCONSIN

Applied by a **HAYSSSEN MACHINE**



*Sylvania** Cellophane

FOR CONSERVATION

As America swings from an economy of plenty into wartime shortages, *conservation* becomes the watchword. Every resource must be stretched—and saved.

Conservation of various materials has always been the function of SYLVANIA cellophane.

All foods which require protection against loss of freshness, flavor and moisture content, medicinal products, bandages, swabs, toothbrushes, etc., vital liquids, infants sterilized wear and accessories, tire and tube patches and reliners, precision metal parts—these are *some* of the products vital to national health, growth and economy to which the full protection of cellophane is directed by special Government order.

One day, soon, we hope that *all* products may once again enjoy the benefits of SYLVANIA cellophane protection.

SYLVANIA INDUSTRIAL CORPORATION

General Sales Offices: 122 E. 42nd Street, N. Y.

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA GA. . 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL. . 111 N. Canal Street
DALLAS, TEX., 809 Sante Fe Building
PHILA., PA. . 260 South Broad Street



Pacific Coast:

Blake, Moffit & Towne
Offices & Warehouses in Principal Cities

Canada:

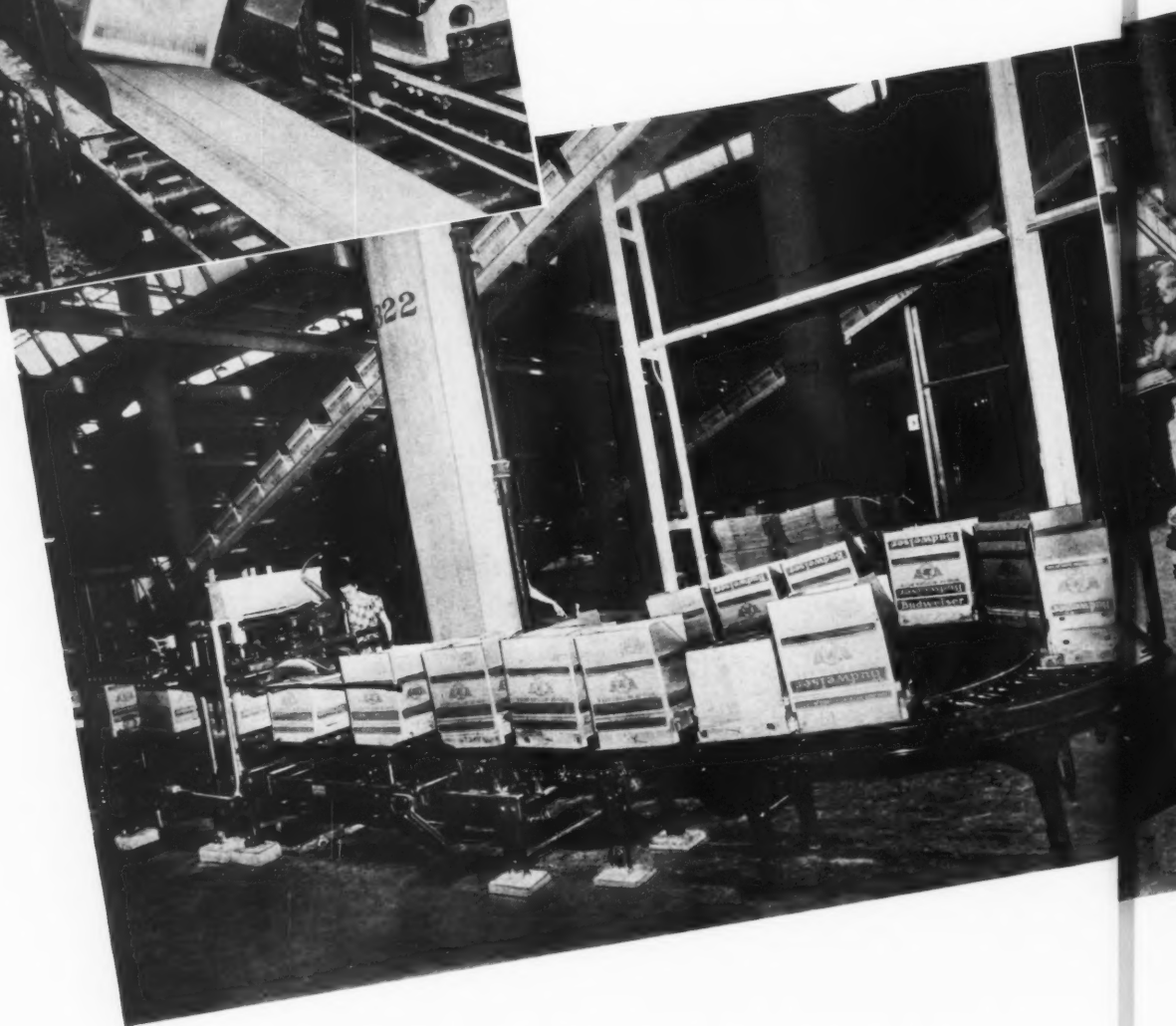
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

* "SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION



The Outstanding

MAJOR AWARD
Annheuser-Busch, Inc.
St. Louis, Missouri



A completely automatic production line for the setting-up, gluing, casing, sealing and conveying of the famous Annheuser-Busch beer won the Major Award as the leading machinery installation of the year 1941 in the All-America Package Competition.

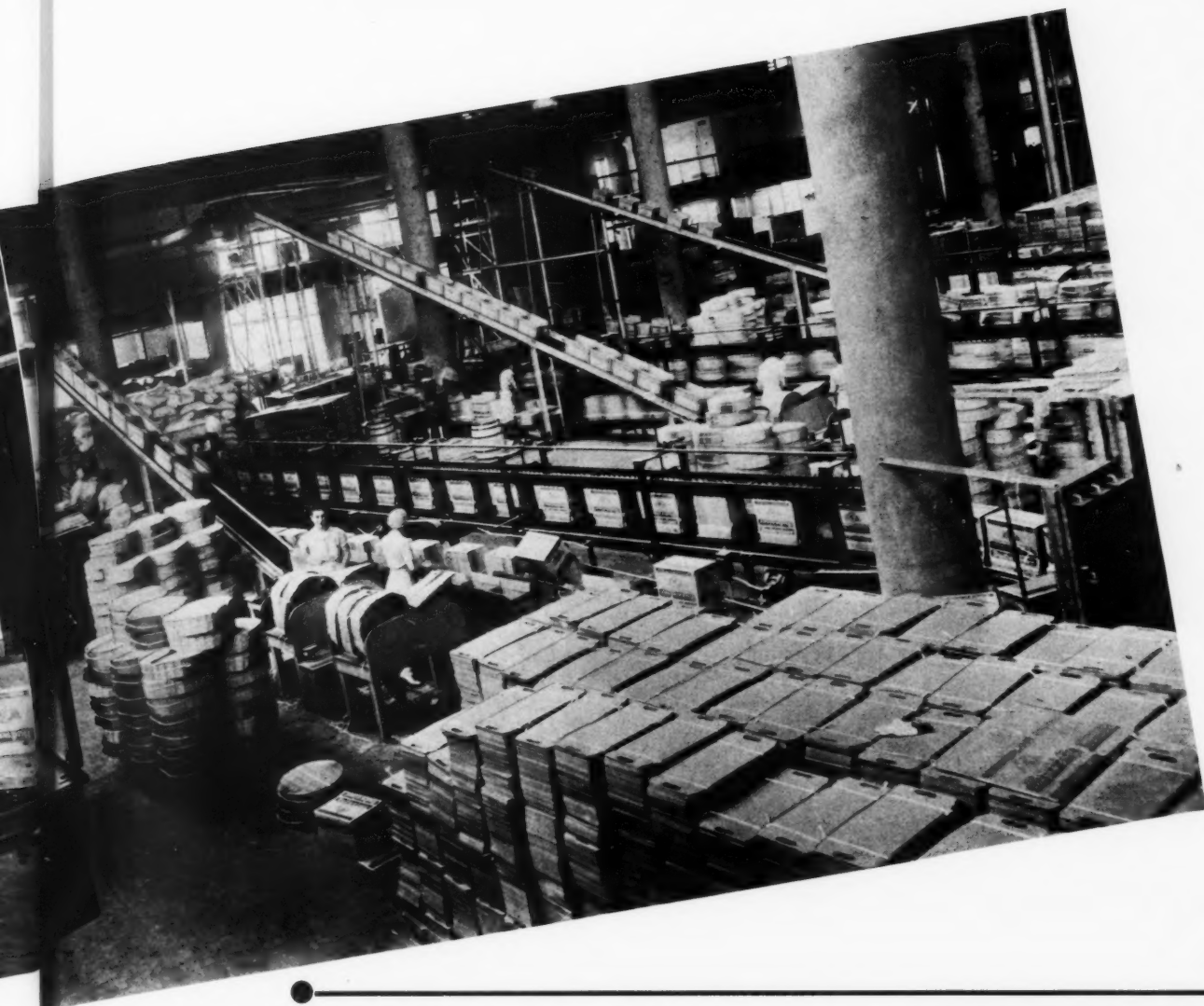
Once again, it is Standard-Knapp equipment that walks—or, rather, runs—off with this competitive prize.

The cases are opened and placed on wooden forms. These pass automatically through a Standard-Knapp

gluing and sealing machine which glues the top, and seals them. They are then taken off the forms automatically, and placed on a conveyor. From this point, they move through a Standard-Knapp bottle packing machine which inserts 24 bottles into their cells. They then proceed to a Standard-Knapp automatic case sealer where the tops of the cases are sealed and the cases then proceed down a conveyor directly to the freight car.

The smooth efficiency of this line must be seen to be truly appreciated. But the results—in money saved and work speeded up—are impressive, in themselves.

Machinery Installation *of the Year!*



LABELLERS, CASING and SEALING EQUIPMENT FOR A MAJOR AWARD WINNING PACKAGE V-8—Preserved Foods—The Loudon Packing Co.

Here's a beautiful package—and to arrive at the point of sale in its full splendor takes the work of many Standard-Knapp machines.

Our labellers apply the sparkling labels exactly, evenly and efficiently. Our famous case-packers and case-sealers take the finished cans and ready them for shipping.

Standard-Knapp equipment is found on the leading packaging lines of scores of different industries. The reason is not hard to find: more efficient service, longer machine life, lower upkeep and lower cost per unit package.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

FACTORY and GENERAL OFFICES—PORTLAND, CONNECTICUT

570 Lexington Ave.
NEW YORK, N. Y.

208 W. Washington Street
CHICAGO

702 Society for Sav. Bldg.
CLEVELAND

300 Seventh Street
SAN FRANCISCO

420 S. San Pedro Street
LOS ANGELES

3224 Western Avenue
SEATTLE

1208 S. W. Yamhill Street
PORTLAND, OREGON

Paul Brown Building
ST. LOUIS, MISSOURI

Windsor House, Victoria Street, LONDON, ENGLAND



Certainly . . . WESTERN UNION GILDS THE LILY!

"What more can be done?" you say AFTER your designer has added ART to the container . . . AFTER your factory has done a great job in perfecting a quality product . . . What more?

Right there Western Union can step in to add a new and dramatic touch to that old reliable strategy SAMPLING. Something about a courteous messenger . . . his neat, snappy bearing . . . a crispness of manner . . . that makes messenger presentation of a sample go over BIG. So say scores of leaders in the

ranks of big business . . . and repeat orders make us believe they mean it.

Call your Western Union manager for suggestions on your next sampling campaign. We deliver sales messages with the samples . . . open a magazine to your advertisement . . . and can add pep to any promotional plan.

WESTERN UNION *Distribution Service*



A TESTED METHOD OF IMPRESSING THE PROFESSIONAL MAN.

DOORS OPEN WHEN MESSENGER DELIVERS YOUR SAMPLE.



DISPLAY ACTUALLY SET UP WHILE DEALER READS YOUR SALES MESSAGE.



Champion Kromekote





Kromekote Box Paper, in white and nine colors; carried in 26 inch rolls, three reams 20 x 26 to the roll, white and ivory in weights 30 and 33 lb.; colors, 30 lb. only. *Kromekote Litho*, white only, 25 x 38, 28 x 44—60 lb. *Kromekote Label*, 20 x 26—30 lb., white and nine colors. *Kromekote Postcard*, white only, 22½ x 28½—.012. *Kromekote Cover*, white only, 20 x 26, 23 x 35—.010. All grades of Kromekote are coated one side only.

T H E F O U N D A T I O N F

Champion Kromekote* is as bright and cheery as Christmas itself.

Its smooth shiny surface catches and reflects lights from everywhere, and Kromekote covered packages stand out like multi-colored lights on a tree. Eight years of research and experiment were required to perfect this exclusive, patented process. But this effort was rewarded by unique and immediate acceptance of Champion Kromekote by the makers of the finest packages, labels, and greeting cards. Commercial printers too were quick to recognize its suitability for unusual inserts, mailing cards, menus, direct mail, and many other pieces. When you need something especially striking for your package, label, or advertising promotion, be sure to get complete facts about new, exclusive Champion Kromekote.

*Kromekote is the registered trade-mark of The Champion Paper and Fibre Company's cast coated high finish paper.



G O O D P R I N T I N G

Color illustration courtesy Parents Magazine. Photograph Emelie Danielson, New York



Champion Papers are Available in . . .

| | | | |
|----------------------|------------------------------------|-----------------------|-----------------------------------|
| AKRON, OHIO | The Millcraft Paper Co. | MINNEAPOLIS, MINN. | Butler Paper Co. |
| ALBANY, N. Y. | Hudson Valley Paper Co. | | Inter-City Paper Co. |
| ALBUQUERQUE, N. M. | Butler Paper Company of New Mexico | MOBILE, ALA. | Partin Paper Co. |
| ATLANTA, GA. | The Whitaker Paper Co. | NASHVILLE, TENN. | Clements Paper Co. |
| AUSTIN, TEXAS | Carpenter Paper Company | NEWARK, N. J. | Central Paper Co. |
| BALTIMORE, MD. | Garrett-Buchanan Co. | | Henry Lindemeyer & Sons |
| | The Whitaker Paper Co. | NEW HAVEN, CONN. | The D and W Paper Co. |
| BILLINGS, MONTANA | Carpenter Paper Co. | NEW ORLEANS, LA. | E. C. Palmer & Co., Ltd. |
| BINGHAMTON, N. Y. | Stephens & Co., Inc. | | Harlem Card & Paper Co. |
| BIRMINGHAM, ALA. | The Whitaker Paper Co. | NEW YORK, N. Y. | Henry Lindemeyer & Sons |
| BOISE, IDAHO | Carpenter Paper Co. | | A. W. Pohlman Paper Co. |
| BOSTON, MASS. | Cook-Vivian Co., Inc. | | Royal Paper Corporation |
| | Rutter & McNaught, Inc. | | Vernon Bros. & Co. |
| BUFFALO, N. Y. | Holland Paper Co. | | The Whitaker Paper Co. |
| | Paper Service, Inc. | | for Export { |
| CHICAGO, ILL. | J. W. Butler Paper Co. | | Butkley, Dunton Paper Co. |
| | Dwight Brothers Paper Co. | | Butler American Paper Co. |
| | Parker, Thomas & Tucker Paper Co. | OAKLAND, CALIF. | Pacific Coast Paper Co. |
| CINCINNATI, OHIO | The Cincinnati Cordage & Paper Co. | OGDEN, UTAH | Ogden Paper Company |
| | The Standard Paper Co. | | Carpenter Paper Company |
| | The Whitaker Paper Co. | OKLAHOMA CITY, OKLA. | Carpenter Paper Co. |
| CLEVELAND, OHIO | The Millcraft Paper Co. | OMAHA, NEBR. | Carpenter Paper Co. |
| | The Petrequin Paper Co. | ORLANDO, FLA. | Central Paper Co. |
| COLUMBIA, S. C. | Epas-Fitzgerald Paper Co. | PEORIA, ILL. | J. W. Butler Paper Co. |
| COLUMBUS, OHIO | Sterling Paper Co. | | Peoria Paper House |
| DALLAS, TEXAS | Carpenter Paper Co. | PHILADELPHIA, PA. | Garrett-Buchanan Co. |
| | E. C. Palmer & Co., Ltd. | | Paper Merchants, Inc. |
| | Southwestern Paper Co. | | Whiting-Patterson Co. |
| DAYTON, OHIO | The Cincinnati Cordage & Paper Co. | PITTSBURGH, PA. | The Whitaker Paper Co. |
| DECATUR, ILL. | The Decatur Paper House, Inc. | POCATELLO, IDAHO | Carpenter Paper Co. |
| DENVER, COLO. | Butler Paper Co. | PORTLAND, ORE. | West Coast Paper Co. |
| | Graham Paper Co. | PROVIDENCE, R. I. | Narragansett Paper Co. |
| DES MOINES, IOWA | Carpenter Paper Co. | QUINCY, ILL. | Irwin Paper Co. |
| | Pratt Paper Co. | RALEIGH, N. C. | Epas-Fitzgerald Paper Co. |
| DETROIT, MICH. | Butler Paper Co. | READING, PA. | Van Reed Paper Co. |
| | The Whitaker Paper Co. | RICHMOND, VA. | Epas-Fitzgerald Paper Co. |
| FORT WAYNE, IND. | Butler Paper Co., Inc. | ROCHESTER, N. Y. | Paper Service Co. |
| FORT WORTH, TEXAS | Carpenter Paper Co. | ST. LOUIS, MO. | Butler Paper Co. |
| | Southwestern Paper Co. | | Shaughnessy-Kniep-Hawes Paper Co. |
| GRAND ISLAND, NEBR. | Carpenter Paper Co. | ST. PAUL, MINN. | Inter-City Paper Co. |
| GRAND RAPIDS, MICH. | Central-Michigan Paper Co. | SACRAMENTO, CALIF. | Pacific Coast Paper Co. |
| GREAT FALLS, MONTANA | Carpenter Paper Co. | SALT LAKE CITY, UTAH | Carpenter Paper Co. |
| HARLINGEN, TEXAS | Carpenter Paper Company | SAN ANTONIO, TEXAS | Carpenter Paper Co. |
| HARRISBURG, PA. | Johnston, Keffer & Trout | | Southwestern Paper Co. |
| HARTFORD, CONN. | Henry Lindemeyer & Sons | SAN DIEGO, CALIF. | Sierra Paper Co. |
| | The Rourke-Eno Paper Co. | SAN FRANCISCO, CALIF. | Carpenter Paper Co. |
| HONOLULU, T. H. | Patten Co., Ltd. | | Pacific Coast Paper Co. |
| HOUSTON, TEXAS | E. C. Palmer & Co., Ltd. | SAVANNAH, GA. | Atlantic Paper Co. |
| | Southwestern Paper Co. | SEATTLE, WASH. | West Coast Paper Co. |
| INDIANAPOLIS, IND. | Century Paper Co. | SHREVEPORT, LA. | E. C. Palmer & Co. |
| | Indiana Paper Co. | SIoux CITY, IOWA | Carpenter Paper Co. |
| JACKSON, MISS. | Jackson Paper Co. | SIoux FALLS, S. D. | Sioux Falls Paper Co. |
| JACKSON, TENN. | Carroll Paper Co. | SPRINGFIELD, ILL. | Capital City Paper Co. |
| JACKSONVILLE, FLA. | Jacksonville Paper Co. | SPRINGFIELD, MO. | Springfield Paper Co. |
| KANSAS CITY, MO. | Kansas City Paper House Division | SYRACUSE, N. Y. | Paper Service Co. |
| | Carpenter Paper Company | TALLAHASSEE, FLA. | Capital Paper Co. |
| KNOXVILLE, TENN. | The Cincinnati Cordage & Paper Co. | TAMPA, FLA. | E. C. Palmer & Co. |
| LANCASTER, PA. | Garrett-Buchanan Company | | Tampa Paper Co. |
| LINCOLN, NEBR. | Carpenter Paper Co. | TERRE HAUTE, IND. | Mid-States Paper Co. |
| LONG BEACH, CALIF. | Sierra Paper Co. | TOLEDO, OHIO | The Millcraft Paper Co. |
| LOS ANGELES, CALIF. | Carpenter Paper Co. | TOPEKA, KANS. | Central Topeka Paper Company |
| | Sierra Paper Co. | | Carpenter Paper Company |
| LOUISVILLE, KY. | The Rowland Paper Co., Inc. | TORONTO, CANADA | S. W. Paper Co. |
| LUBBOCK, TEXAS | Carpenter Paper Co. | TRENTON, N. J. | Central Paper Co. |
| MACON, GA. | Macon Paper Co. | TULSA, OKLA. | Beene Paper Company |
| MEMPHIS, TENN. | Taylor Paper Co. | | Taylor Paper Company of Oklahoma |
| MIAMI, FLA. | Everglade Paper Co. | WACO, TEXAS | Carpenter Paper Co. |
| MILWAUKEE, WISC. | Dwight Brothers Paper Co. | WASHINGTON, D. C. | The Whitaker Paper Co. |
| | Standard Paper Co. | WEST PALM BEACH, FLA. | East Coast Paper Co. |
| | | WICHITA, KANS. | Western Newspaper |

THE CHAMPION PAPER AND FIBRE COMPANY, Hamilton, O.
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope and Tablet Writing—Over 1,500,000 Pounds

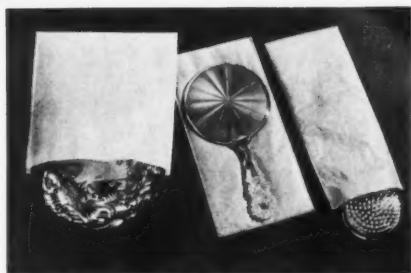
DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

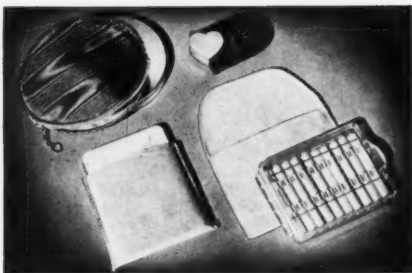
This is Champion Kromekote, Basis 25 x 38—60 (120M) Printed in U. S. A.

Sewn Containers

for SALES APPEAL and
PRODUCT PROTECTION



Our non-tarnishing cotton-lined paper bags give complete protection to Silverware, Dresser Sets and similar articles with highly polished or enameled surfaces.



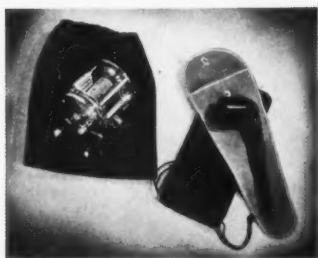
Metal and Plastic Cases retain their factory-fresh, unmarred beauty when packaged in these flannel, rayon and cotton-lined paper Sewn Containers.



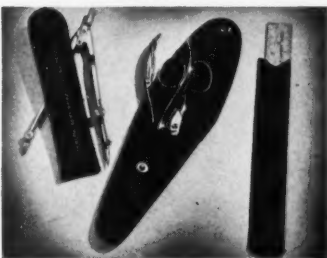
White Shoe Cleaners for sunny days and Purse Rubbers for rainy days—each in its own compact leatherette case.



This group of varied products illustrates the versatility of the Sewn Container—nothing too large or too small for this type of packaging.



Dressed up in flannel bags with drawstrings and snap fastener, this Fishing Reel and Pipe are going places.



Articles such as Compasses, Manicure Implements and Metal Rules should have suitable cases, such as the above in leatherette.

SEWN CONTAINERS have become a vital factor in the important task of selling merchandise. They identify a product as worthy of careful packaging and carry a message of quality to the consumer.

A few examples of how SEWN CONTAINERS fit into the picture appear on this page.

Consult us if you think a SEWN CONTAINER might help in the presentation of your product to the public.

Conserve and Preserve are the keynotes of National Defense. SEWN CONTAINERS made from available materials are replacing unavailable packages and enabling the consumer to protect, while in use, products which in many cases are irreplaceable.

Cottonluxe
MANUFACTURING CO.
593 EAST 137TH STREET
NEW YORK, N. Y.

THE MOST SENSATIONAL...



EVERY PACKAGER HIS OWN SUPPLIER!

This new automatic machine makes unprinted cartons right in the plant where a wrapped type package is produced. It takes chipboard in rolls—cut exactly to the size of the over-all height of the shell—and cuts, scores, folds, applies adhesive to the lap seam and seals at the rate of 150 finished cartons per minute. Only one operator is required.

DIRECT SAVINGS

It saves a measurable percentage—anywhere from 60¢ to \$1 per M. cartons—of the cost of purchased shells. It makes possible the buying of board by the ton—and eliminates the trim waste of the flat-bed process. It requires less storage space for material than ready-made cartons. The manufacturer also has better control of his shell supply and gets more uniform shells.

MECHANICAL DETAILS

All movements are rotary. Bronze bearings and ball bearings support all rotating shafts. All high-speed helical gears are encased in oil retaining gear boxes. The unit has its own glue pump and circulating glue system.

*OTHER PACKOMATIC CARTON MAKING MACHINE USERS

The Quaker Oats Company
Albers Bros. Milling Co.
Northern Illinois Cereal Company
National Oats Company
International Salt Company
Jersey Cereal Company
The John B. Canepa Company
And Others

OTHER PACKOMATIC PACKAGING MACHINES

Shipping Case Sealing Machines
Consecutive Numbering Device
Carton Forming Machines
Carton Sealing Machines
Automatic Net Weight Scales
Automatic Volumetric Fillers
Can Labeling Machines
Paper Can Tube Gluers
Paper Can Set-Up Conveyors
Automatic Boxing Machines
Paper Can Shrinking Machines
Paper Can Tube Cutters
Auger Packers • Dating Devices
And Others

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

MAJOR MACHINERY AWARD

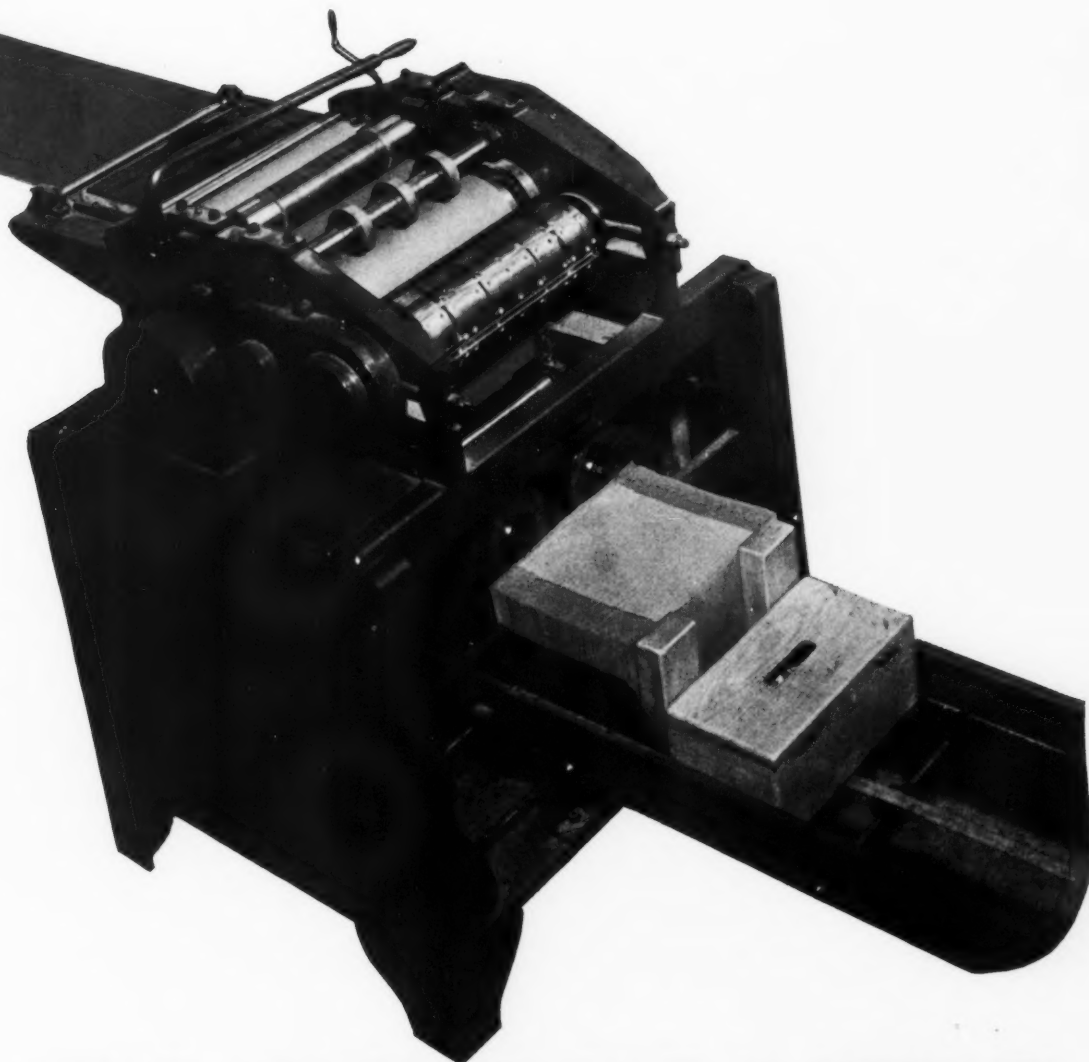
PACKOMATIC CARTON MAKING MACHINE

used by Miller Cereal Mills, Inc., and others*

WINS MAJOR AWARD

Machinery Group

11th ALL-AMERICA PACKAGE COMPETITION



PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Worried about PACKAGING

MATERIALS?



If the war has curtailed your supply of packaging materials . . . or threatens it . . . we can help you find suitable substitutes in

CARTONS — LABELS WRAPS — ENVELOPES

Is the packaging material you have used for years now limited by priorities?

Are you faced with the job of revising your whole package set-up . . . completely and immediately?

Our facilities are at your service. Packaging is our business and we welcome tough packaging problems. We will do our utmost to give you speedy help in the development of new packages to replace those affected by limitation of materials.



The UNITED STATES PRINTING & LITHOGRAPH COMPANY and DIVISIONS

Home Office, 305 Beech St., Cincinnati, Ohio • Sales Offices in Principal Marketing Centers

5 Great "U.S." Plants ... STRATEGICALLY LOCATED ...
PRODUCING PACKAGING and ADVERTISING MATERIALS OF HIGHEST QUALITY

| | | | | |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|  BALTIMORE |  BROOKLYN |  CINCINNATI |  ERIE, PA. |  ST. CHARLES, ILL. |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|



by

HAZEN

AMERICAN MORALE - - A POWERFUL WEAPON OF WAR THAT THE AXIS WOULD LIKE TO DESTROY !

Your Products have helped create this "Win the War" spirit. Now they will help maintain it with packages that are attractive and colorful yet designed to conserve essential war materials.

Laboratories, stimulated by the critical shortages of some basic packaging materials, have already developed new and substitute materials that successfully solve many packaging paper problems.

Let us study your packaging problems — without cost or obligation — a study directed to the practical adaptation of non-defense materials — those that would best retain the identity and function of your present packages.

HAZEN PAPER COMPANY - - - HOLYOKE, MASS.

Printed on
CANYON MARBLE
No. B 436
Box Cover Paper

This realistic Marble design is available in six colors.

Send for sample book and work sheets.

SUNALLOY*

A Contribution to Conservation

OVER four years ago, before tin had become a "strategic" metal, a long-term program of research into the use of tin and its alloys in the manufacture of collapsible tubes was instituted by the establishment of a Fellowship at Carnegie Institute of Technology.

The requirements of the defense program and the desirability of effecting a decrease in the amount of tin used in packaging accelerated this research program. Then, early in 1941, Sun Tube Corporation offered a suitable alloy, with a substantial indicated saving of tin, to be used as a substitute for tin and aluminum in collapsible tubes.

Sunalloy has been tested with various types of products. In a number of cases, it has been found satisfactory without further processing. In other cases, internal tube coatings similar to those used on tin-coated and aluminum tubes, are desirable or necessary. Obviously, no substitute for tin tubes should be used without thorough testing with the specific product to be packaged.

In addition to tubes made of Sunalloy, Sun Tube Corporation will continue to manufacture tubes of tin, tin-coated lead, and lead, within any restrictions which may be imposed. The million-gross annual capacity of its plant assures its customers of deliveries.

*Patent applied for

SUN TUBE CORPORATION

Hillside, New Jersey

CHICAGO, ILL.
James L. Coffield, Jr.
333 No. Michigan Avenue

CINCINNATI, OHIO
G. M. Lawrence
2428 Spring Grove Ave.

ST. LOUIS, MO.
M. P. Yates
315 Chestnut St. (Room 125)

ST. PAUL, MINN.
Alexander Seymour
903 Pioneer Bldg.

LOS ANGELES, CALIF.
R. G. F. Byington
1260 North Western Ave.

Exact Weight Scales

Check WINNERS

1942 WINNERS

| Winning Entry | Industry | Exact Weight Scale Users |
|-------------------------------------|---------------|--------------------------------------------|
| Southern Twin-Pack Bread | Bakery | Columbia Baking Co. Atlanta, Ga. |
| Pellar Pies | Bakery | Pellar Pie Co. Chicago, Ill. |
| Jack Frost Foods | Frozen Foods | Cascade Frozen Foods, Inc. Seattle, Wash. |
| V-8 Cocktail | Frozen Foods | The Loudon Packing Co. Terre Haute, Ind. |
| Tasti Square | Meat Packers | Kingan & Co. Indianapolis, Ind. |
| Wilson's Sliced Bacon "on the Rind" | Meat Packers | Wilson & Co. Chicago, Ill. |
| 'Spasaver' Bottle | Drug Products | Sharp & Dohme, Inc. Philadelphia, Pa. |
| Sears Approved Drugs | Drug Products | Sears, Roebuck & Co. Chicago, Ill. |
| Old South Toiletries | Drug Products | Campana Sales Co. Batavia, Ill. |
| Tawn Talc & Lotion | Cosmetics | McKesson & Robbins, Inc. Bridgeport, Conn. |
| Lingerie & Hose Packages | Apparel | Real Silk Hosiery Mills Indianapolis, Ind. |

In the All-America Package Competition . .

Why These Winners Use Exact Weight Scales

UNIFORMITY Manufacturing cost control is governed by a uniform package. A uniform package satisfies all customers.

OVERWEIGHT Frequent check-weighing controls automatics and fraction-ounce hand-weighing stops overweight losses in the packaging operation.



CONTROL FROM BULK Sound fraction-ounce weight packages control the number of units obtainable from bulk.

CONTROLS BUYING Cost control of raw materials is governed when the exact number of packages obtainable are known.

FIXES SELLING PRICES Selling price per unit is fixed with more accuracy when packaging control is in force.

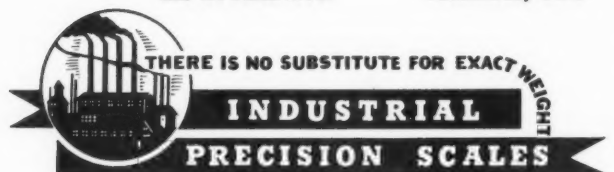
COMPETITION Controlled weights meet competitive packages

EMPLOYEE ACCURACY Sound fraction-ounce check-weighing makes employees accuracy minded.

PROFITS Well planned and executed production control assures complete control over profits.

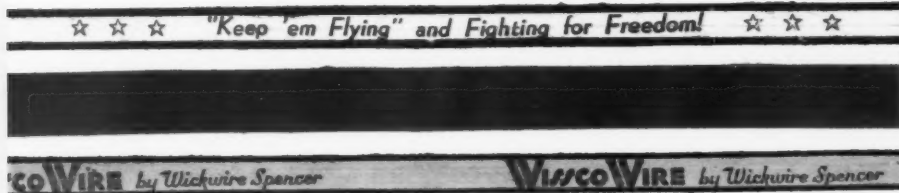
SALES and SERVICE
in all Principal Cities
from Coast to Coast
and Canada

THE EXACT WEIGHT SCALE CO.
222 W. Fifth Ave. Columbus, Ohio



Ribbonette's husky brothers... can they do a job for you?

Like Ribbonette they are
made from cotton yarns—
but yarns of heavier weight
and much greater strength!



For utility — perhaps on war materials (millions of yards are now being supplied for war purposes) or on essential civilian products, these strong cotton tapes have hundreds of applications.

They can be made of plain unbleached yarns or in colors, and, if desired, can be printed with names, trade marks, slogans, etc.

These husky tapes may solve your problem!



Another Winner - Tied with Ribbonette!

The Huyler's candy box which has won a Top Award in the 11th Annual All-America Package competition is tied with Ribbonette.

This is not the first time Ribbonette has appeared on winning packages in The All-America competition. Perhaps more important is the fact that Ribbonette is contributing to the success of hundreds of winners in the every day competition for increased prestige and greater sales!

Let us show you how Ribbonette can help your package to be a winner.

CHICAGO PRINTED STRING CO.

2319 LOGAN BLVD.
CHICAGO, ILL.

225 FIFTH AVE.
NEW YORK, N.Y.

*"Paving the
Road before
it gets
Rough"*



American industry is geared to an all-out job, paving the road for continuing the American way of life. That we here at Wright's are helping is a matter of pride.

However, in order to maintain the economical and efficient service being rendered the packaging industry by "Wright" Machines, we urge you to "baby" them in the interest of longer life. Often a step in time will pave the road *before* it gets rough.

By the same token, "Wright" engineers are busy on future developments for the packaging industry—needs dug up through our own research department, as well as those submitted by our customers. These developments, in many cases, are being made for use after the green signal is given to business. Others call for the re-adaptation of existing machines to new problems. In either case, your inquiry will be welcomed, with no obligation to you.

MACHINES ORIGINATED BY WRIGHT ENGINEERS

Automatic Strip Stamping Machines for the uniform placement of revenue stamps on whiskey bottles at a speed of 40 to 120 per minute.

Machines for packing smoking tobacco in pouch packets, using either wax paper or mounted foil.

Tobacco Stamping Machines.

Combination Pouch Labeling and Stamping Machine for smoking tobacco.

Weighing devices for tobacco and free flowing articles.

Envelope Filling and Sealing Machines, and other machinery for the tobacco and food industries.

Machines for automatically feeding individual sheets of paper or mounted foil.

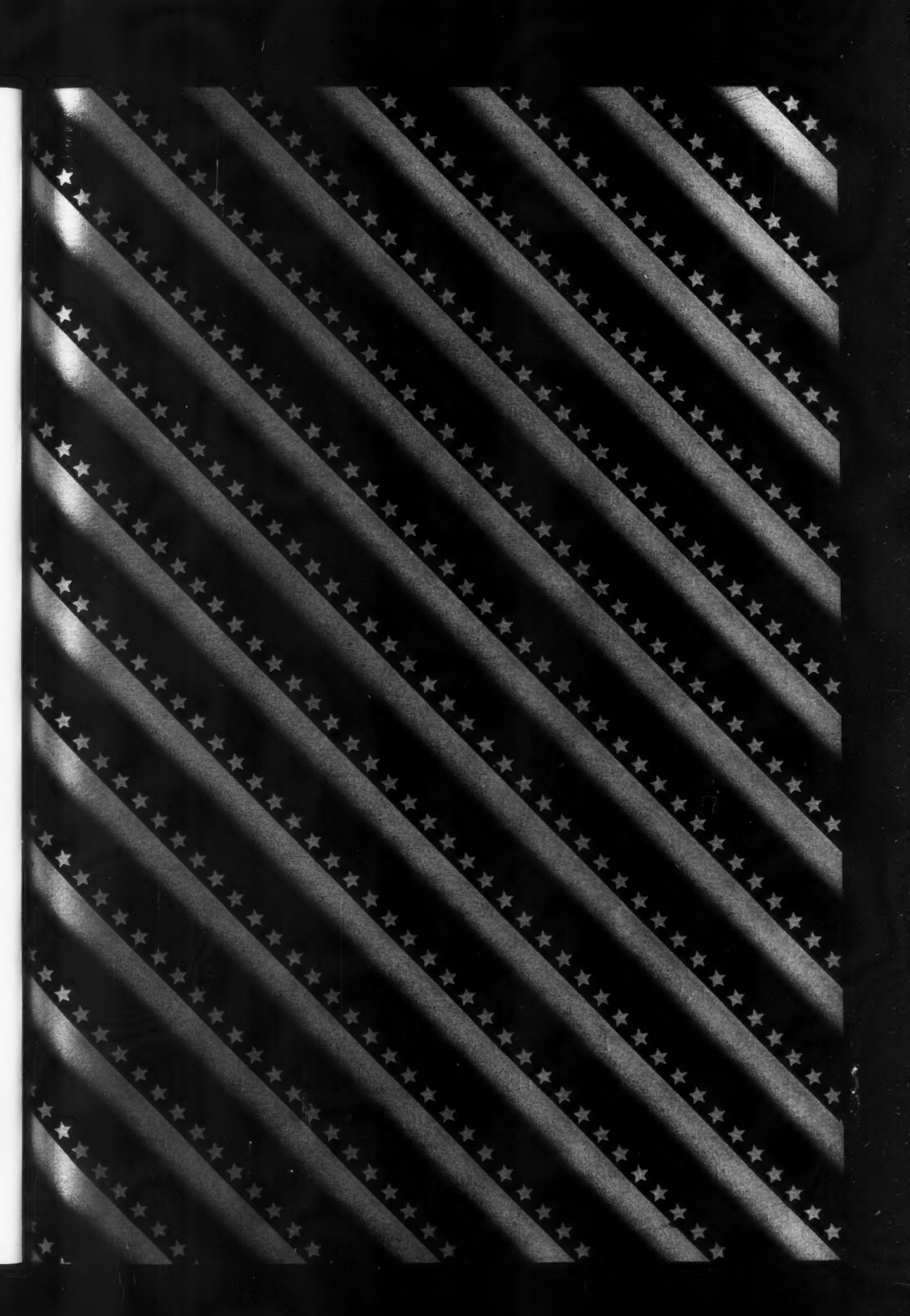
Cigarette Packing Machine that counts and wraps in foil or printed labels, 5, 10 or 20 cigarettes.

ESTABLISHED
• 1893 •



PACKAGING
ENGINEERS

WRIGHT'S AUTOMATIC TOBACCO PACKING MACHINE CO.
DURHAM CABLE ADDRESS YONWRIGHT **NORTH CAROLINA, U. S. A.**



★ ★ ★ ★

*New sparkling patriotic designs
to thrill the American buyer*

Bring your packaging in tune with the spirit of the day.
We now have this and other stirring motifs available in
many color schemes for prompt delivery.

Sample sheets, or suggestions for your products
will be cheerfully supplied. Write us now.



ROYAL PAPER CORPORATION

Manufacturers of Decorative Papers

ELEVENTH AVENUE AND 25TH STREET

NEW YORK, N. Y.

★ ★ ★ ★

This sample series 0155-2—Dark Blue Flint Base

★ ★ ★ ★



Package for THE UNDERGROUND MARKET

WINS MAJOR AWARD 11th All-America Package Competition

THERE are 15,000 banks in this country, and each of them has a maintenance problem: keeping the steel surfaces of their vaults in tip-top shape.

The idea of supplying banks with a complete line, housed in a handy kit to do this job, won a Major Award in the 11th Annual All-America Package Competition for the General Vault Products Co.

The tube for the Rust Remover, an essential part of the winning package, is supplied by Standard.

Our packaging service is always ready to cooperate in the design and production of unusual or difficult-to-produce packages. We congratulate our customer, General Vault Products, on their Award.



STANDARD SPECIALTY & TUBE CO.

NEW BRIGHTON

PENNSYLVANIA

AGAIN! More All-American

THESE HANDSOME and efficient packages—each one an All-America winner—are among those printed with IPI inks. Once again, a survey of All-American award winners reveals that in 1942, as in years past, more of these packages were printed with IPI inks than the inks of any other manufacturer.

Year after year, IPI has continued to improve its package printing inks to maintain a leadership long held in this field. IPI's comprehensive research facilities have enabled them to develop new formulations and better printing techniques which make possible more attractive, more useful printed packages.

Now, more than ever, this research program is vitally important. In the face of shortages here and the need to conserve all materials which will speed our war efforts, research must provide suitable alternate products to replace scarce and raw materials needed for defense.

"Keep in touch with IPI" is a policy which leading packagers and printers have followed. During the present crisis, this suggestion is particularly timely. Remember that IPI's laboratory technicians are working for you, working to meet the demands of the packaging industry in a wartime economy.

INTERNATIONAL

DIVISION OF INTERCHEMICAL CORPORATION

Winners Use Inks by IPI



Printed by Ohio Boxboard Co.



Printed by Edwards & Deutsch Litho. Co.



Printed by Milprint, Inc.



Printed by Milprint, Inc.



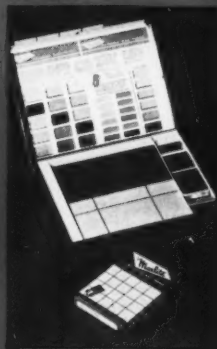
Printed by Milprint, Inc.



Printed by International Folding Box Co., Inc.



Printed by Kindred, & Co., Inc.



Printed by Great Lakes Box Co.



Printed by Union Bag & Paper Corporation



Printed by Standard Paper Box Co.



Printed by Consolidated Paper Co.

PRINTING INK

AT 75 VARICK STREET, NEW YORK CITY





Your Package CAN TIGHTEN ITS BELT TOO!

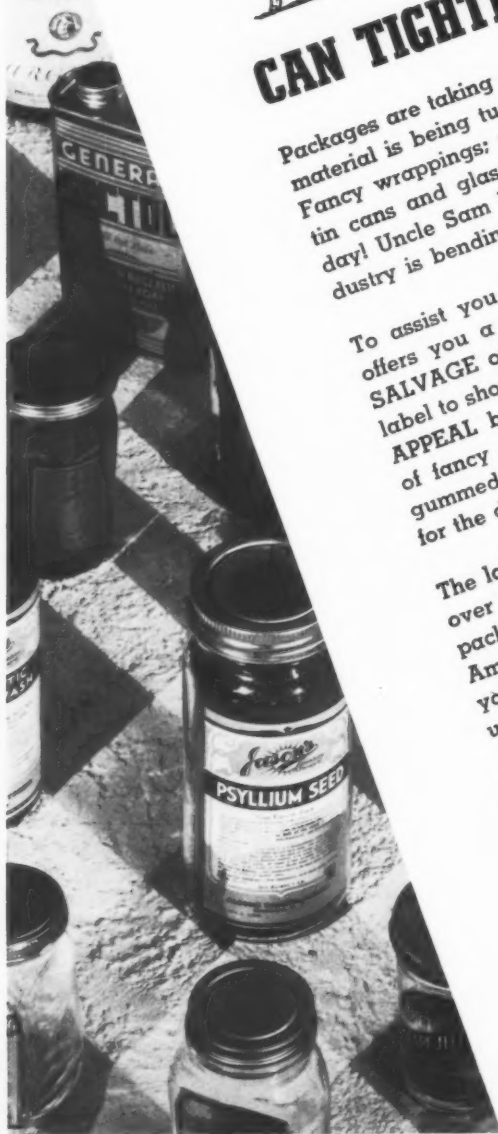
Packages are taking on new uniforms! Every ounce of vital material is being turned over to a mighty War time effort! Fancy wrappings; printed packaging materials; boxboard; tin cans and glass containers getting more scarce by the day! Uncle Sam has an "axis" to grind, and American Industry is bending its back to the effort.

To assist you in YOUR War time problems, Ever Ready offers you a Label service in the tempo of the day . . . **SALVAGE** of present stock of containers by using a small label to show change of contents, etc. **Maintain CONSUMER APPEAL** by using a neatly designed label to take place of fancy wrappings. **ECONOMY** by offering a 2" x 1 1/4" gummed label 5000 for \$3.00, a pre-war value we'll maintain for the duration (inflation excepted).

The large backlog of Label experience built by Ever Ready over 30 years, is mobilized to work out a solution for your packaging problems! Your Packaging Dollar is all out for America, but no matter how much you curtail, how bare your Victory package may be, we'll give it a full-dress uniform at next-to-nothing cost!

A letter from you telling us your War time problems, may be the first step toward a profitable working partnership in planning your packages. Free suggestions and sketches. No obligation!

EVER READY LABEL CORPORATION
143 EAST 25th STREET, NEW YORK, N. Y.





Think of the **SAVING** in KNOWING the **ANSWERS**

1. How can we cooperate with the national defense effort by getting *maximum packaging* from a minimum quantity of boxboard?
2. How can our product be packaged to give it added distinction and character?
3. Are our packaging plans *practical* for most economical production and use?
4. Who has best *equipment and facilities* for making transparent acetate boxes?
5. Who has expert, up-to-date *designers* who can provide us with sales building packaging and display suggestions?
6. Where can we get *highest quality* and *most prompt service* for our needs and our money?

Our Designing, Estimating and Sales Departments are at your Service for Information on Packaging and Display Problems.



YOUR PHONE IS ALWAYS HANDY

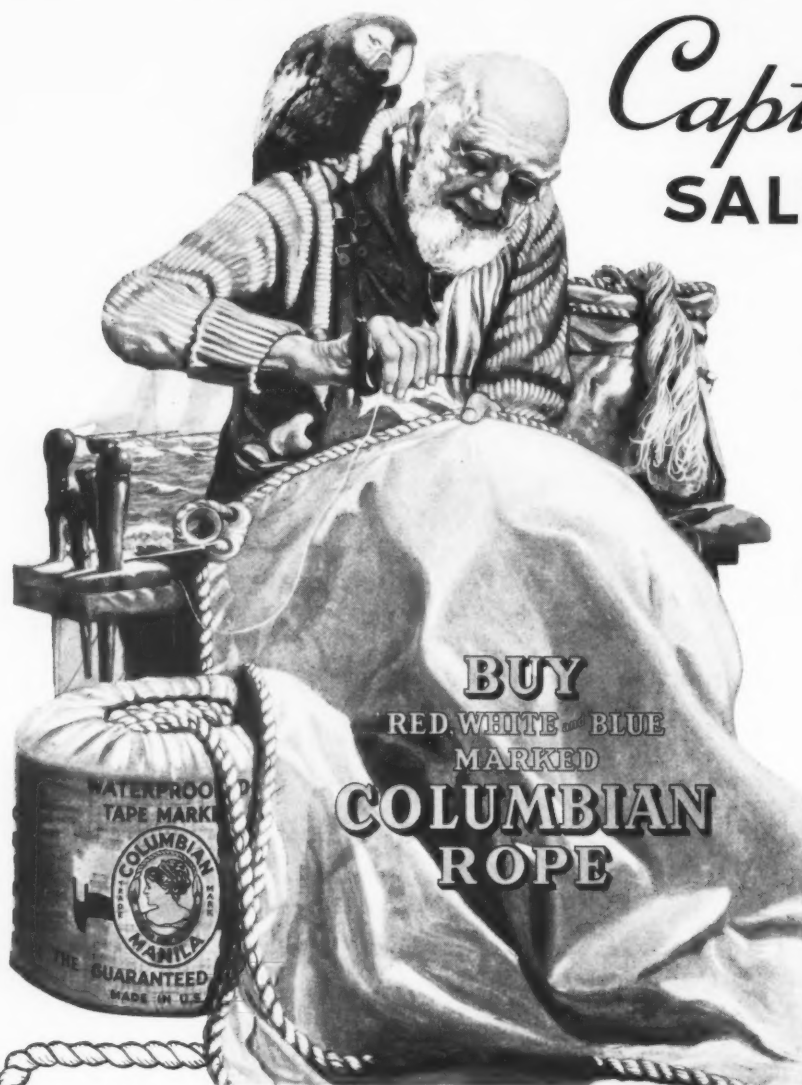
... For WARNERCRAFT SERVICE
... For WARNERCRAFT QUALITY
... For WARNERCRAFT PRODUCTS

Call Bridgeport 4-0101

New York Ashland 4-1195

WARNERCRAFT

Makers of set-up and folding boxes of all types, transparent acetate containers, hand made specialties, counter displays and dispensers.
THE WARNER BROTHERS COMPANY
Main Office and Factory: 325 Lafayette Street, Bridgeport, Conn.
New York Sales Office: 200 Madison Avenue, New York, N. Y.



Captain Mark SALE-MAKER

**Wins Major Award for
COLUMBIAN ROPE CO.**

**Window Displays Group
ALL-AMERICA
PACKAGE COMPETITION**

**BUY
RED, WHITE and BLUE
MARKED
COLUMBIAN
ROPE**

THE HIGHEST AWARD any manufacturer can receive is neither a cup nor a plaque. It is, rather, the acceptance and continued year-after-year endorsement of its product by users all over the United States. Such is the enviable position enjoyed by the makers of Columbian Rope who hold forth at Auburn, N. Y.

Naturally, it is with a sense of pride that we learn that the window display shown on this page has won a major award in the All-America Package Competition. It is an OBERLY & NEWELL

creation, 38 inches wide by 53 inches high. Done in full color and varnished it combines realism, beauty and utility. Every "selling attribute" is present, including the familiar red, white and blue Columbian identification strands.

We have a "Captain Mark" idea waiting to be spliced to *your* product. This we shall be pleased to show to any interested advertiser, together with other OBERLY & NEWELL displays that have rated "All-America Winners". Write or telephone. There is no obligation.

Window and Store Displays—the "vital second half of merchandising"

OBERLY & NEWELL
Lithograph Corporation

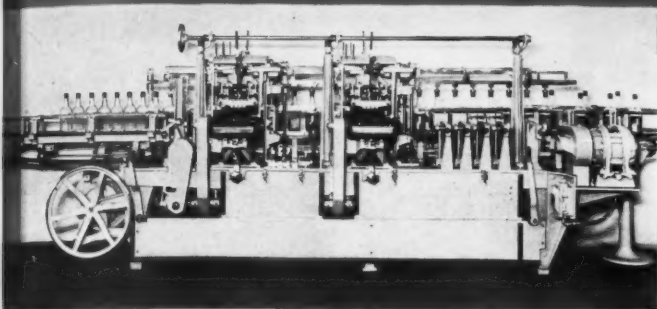
545 Pearl Street



New York, N. Y.

Worth 2-3735

WORLD'S finest LABELERS



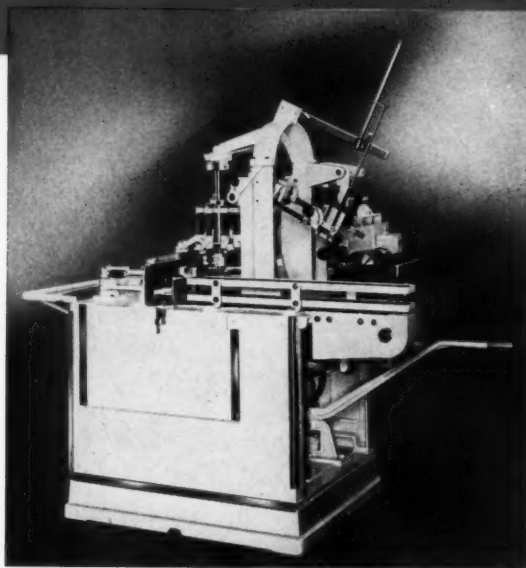
The WORLD Automatic BEE-LINE Straightaway Labeler

is for smooth, swift, precise full automatic application of front or front and back body labels — and neck labels simultaneously if desired — to round, square, flat, oval or panel bottles or flasks. It conducts each container gently, surely and steadily through the entire operation in a bee-line, without stops, detours, collisions, jars or jams. It is ideal for the new light weight glass.

The WORLD BEE-LINE High-Production Straightaway Labeler (pictured) is equipped with twin labeling stations to handle two bottles simultaneously, while maintaining the same efficient operating speed as the BEE-LINE Labeler that handles one bottle at a time.

For high production, precision labeling of gallon and half-gallon jugs, bottles or containers there is a specially designed and constructed WORLD BEE-LINE Straightaway Labeler, the Model HG.

WORLD BEE-LINE Straightaway Labelers may be equipped with a spotting device for accurate positioning of labels at any given location on the container.



The WORLD Automatic TURRET Labeler

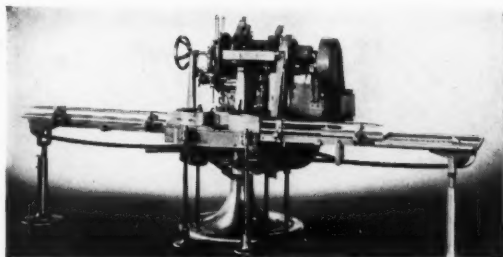
furnished in *Uni-Turret*, *Twin Turret* and *Triple Turret* Models for high quality, low cost, full automatic labeling of smooth, fluted or fancy containers.

The *Uni-Turret* Labeler is equipped with patented sliding picker mechanism for gumming entire label surface or any portion of it, as desired. This may be especially advantageous for labeling of fluted or fancy containers. Two individual pressure wipes assure neat, firm, precise labeling.



The WORLD Model CH Semi-Automatic Labeler

applies single labels from postage stamp size to 6" x 6" on containers of every size and shape from tiny vials to 4" in diameter. Compact, easy to operate, dependable, versatile, this Model CH Labeler is solving a large variety of labeling problems with the utmost success and economy.

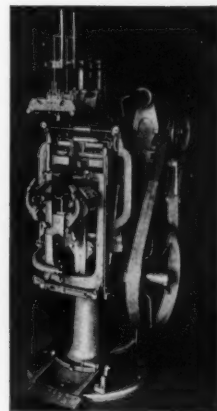


The WORLD Automatic ROTARY Labeler

is relied upon by hundreds of nationally known producers of branded merchandise for thoroughly dependable, quantity production of neatly and securely labeled round bottles and jars of all kinds and sizes. It applies body labels; body and neck labels; body, neck labels and foil — any or all in one operation.

The WORLD Model S Semi-Automatic Labeler

is World's most flexible labeler. It labels any size bottle from ampoules to gallon jugs. It applies front or back labels, or labels that go all 'round the bottle; body, neck labels and foil, separately or in one operation.



ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

Worcester, Massachusetts

NEW YORK PHILADELPHIA PITTSBURGH CHICAGO SAN FRANCISCO DENVER LOUISVILLE
SALT LAKE CITY EL PASO SEATTLE PORTLAND LONDON MONTREAL TORONTO WINNIPEG
SPOKANE VANCOUVER SYDNEY, AUSTRALIA WELLINGTON, N. Z. SAN JUAN, P. R.



One method of beading



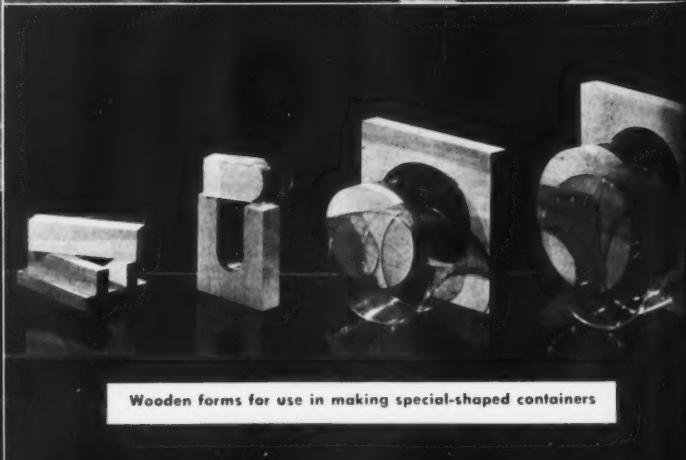
Fabricating cylindrical containers from cut-to-size sheets



Another method of beading



Drawing discs to form cylindrical containers



Wooden forms for use in making special-shaped containers



EXPOSITION REMINDER

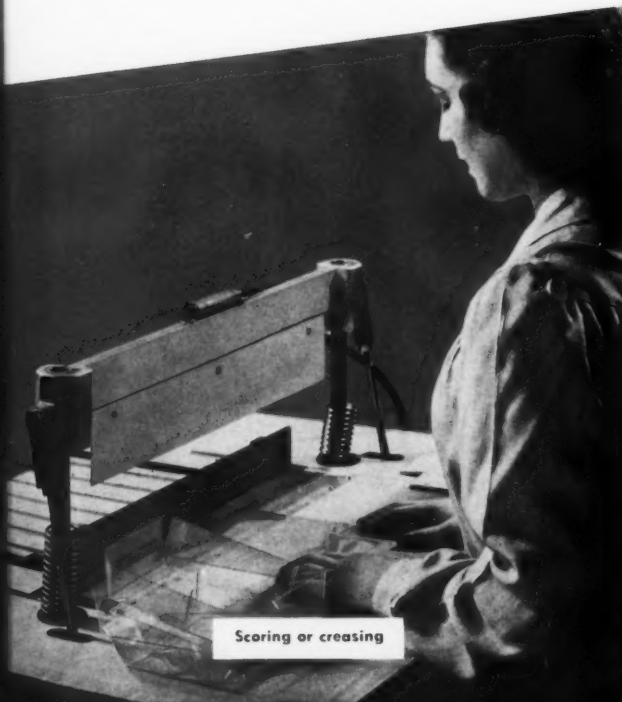
Be Sure to Visit the
**KODAK TRANSPARENT
PACKAGING LABORATORY**
Moved from Kodak Park . . . in Operation
at Space 503 (Hotel Astor, New York City, April 14-17)

**EASTMAN
ACETATE SHEET**

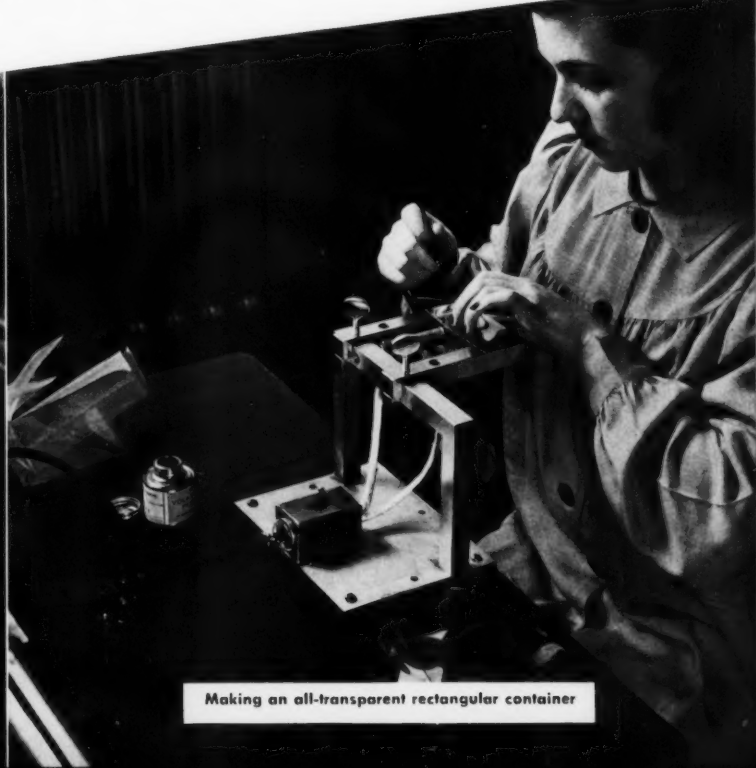
attracts • protects • sells

IN the year since the Kodak Transparent Packaging Laboratory was set up at Kodak Park in Rochester, N. Y., we have had a steady stream of visitors. But Rochester is a long trip for many, so the Laboratory is coming to you . . . a complete "box factory" . . . at work . . . right at the Exposition.

Come and see how easily and economically Eastman Acetate Sheet is made into the finest of transparent containers. And please ask questions. At the Exposition, as at Kodak Park, this is your packaging laboratory . . . its principal function is to help you to make better transparent containers—and to make them with simplicity that safeguards profits. . . . Eastman Kodak Company, Chemical Sales Division, Rochester, N. Y.




Scoring or creasing



Making an all-transparent rectangular container

The Lowly Container Closure Assumes National Importance . . .



Not so many months ago container closures were essential, because of their utility and sales appeal, to the contents of the container. But today these closures, formerly made from metals now being used for Victory, have assumed national importance.

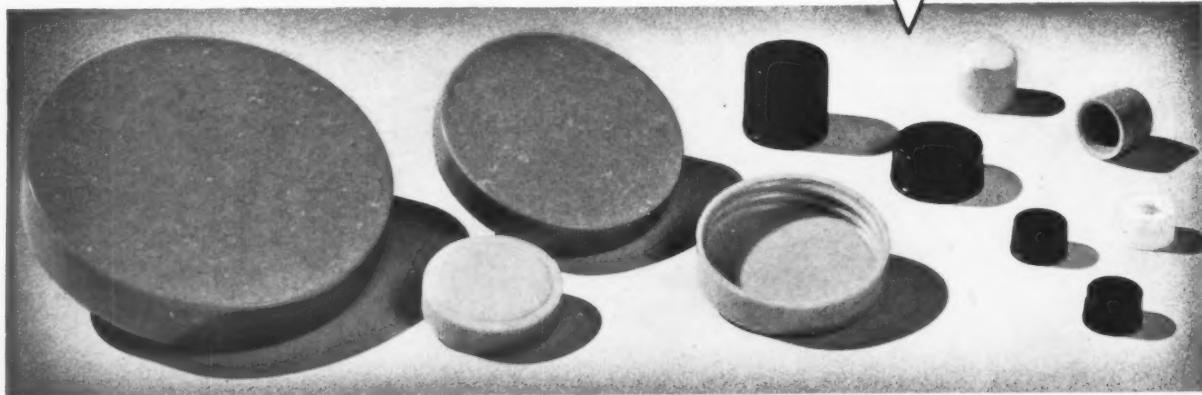
Molded plastic closures are filling the gap. Particularly suitable for foods and drugs are the screw-type molded closures, available on short notice.

Mack Molding Company engineers are thoroughly familiar with the correct design and manufacture of plastic closures with stock molds from 8MM. to 100MM. Your inquiries are invited. Mack Molding Company, Incorporated, 125 Main Street, Wayne, New Jersey.

AVAILABLE
FOR
**FOODS AND
DRUGS**

Mack
**MOLDED
EXCELLENCE**

SALES OFFICES: NEW YORK CITY, CHICAGO, DETROIT, INDIANAPOLIS  BOSTON & ST. LOUIS





You'd need a catalog big as a metropolitan phone book to list all the packaging and display combinations that can be made from the basic forms named on the dial. For your product, tho, you want just that one combination which will put you through to expanding sales and profits. No simple job, especially in these days of priorities, allocations, and substitutions. But a call to Dennison will minimize your problem. Here, in one single organization, you have at your fingertips all these basic forms, plus designers skilled in creating just the right packages, packaging accessories, or displays for your product.

Campana Sales Co. called. Result was this Sachet Box in their Award winning Old South line.

Dennison Manufacturing Co.

WRITE DEPT. 227 FRAMINGHAM, MASS. FOR MORE INFORMATION

SALES OFFICES IN ALL PRINCIPAL CITIES

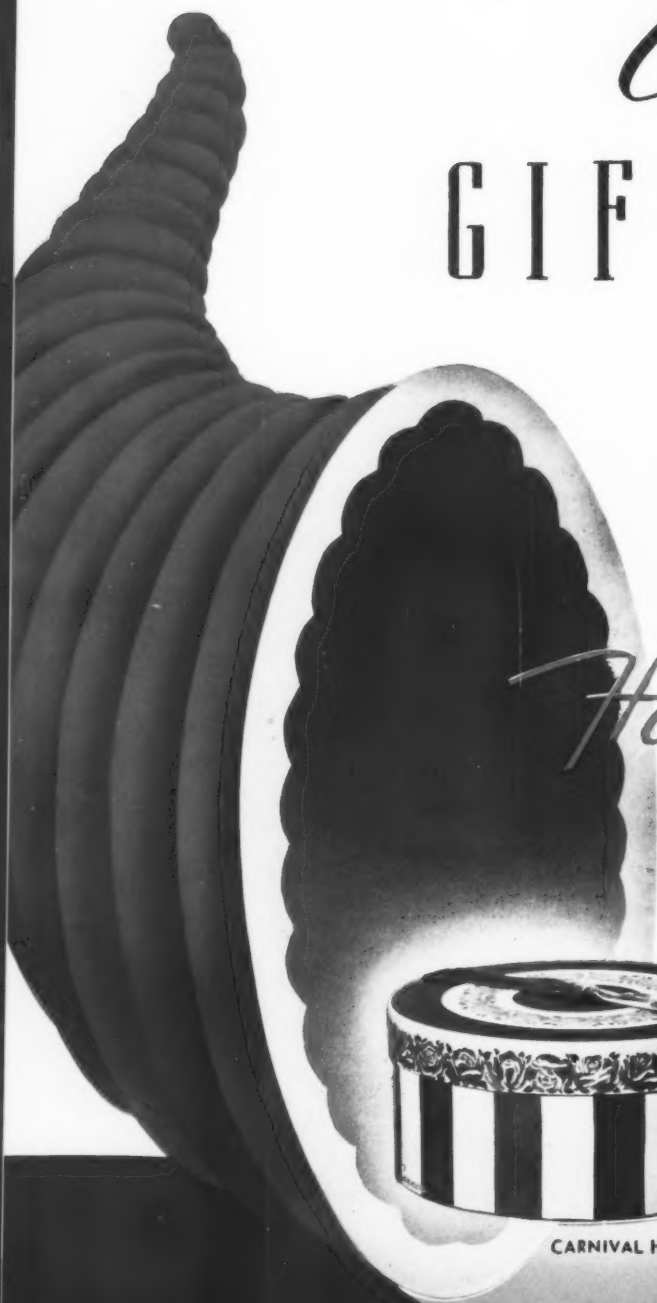




For the 4th Year
PRIZE WINNING
Cannon
GIFT BOXES

HAVE COME OUT OF
OLD DOMINION
BOX COMPANY'S

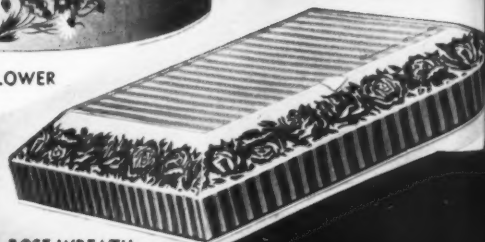
Horn of Plenty



CARNIVAL HAT BOX



FIELD FLOWER



ROSE WREATH

All OLD DOMINION BOXES HAVE

BEAUTY
STURDINESS
SALES APPEAL
IN 1942

OLD DOMINION'S

Old Dominion's boxes attract the eye by their beauty of line and color.

Old Dominion's technicians build strength economically into each package.

Old Dominion's boxes have been tops in moving the goods off the shelves.

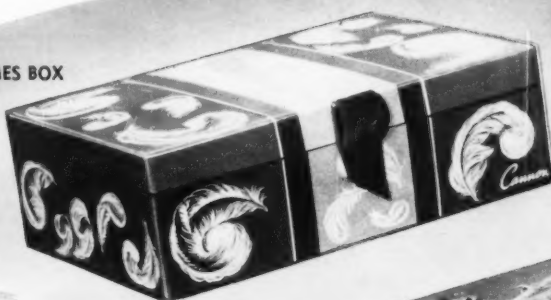
scarcities of materials will make it more difficult to produce fine boxes. But years of experience in producing unusual and outstanding boxes, like *Cannon's* have given Old Dominion's staff the ingenuity to solve hard problems.

Horn of Plenty will continue to pour out fine boxes in 1942. You can rely on Old Dominion for their unusual service, as usual.

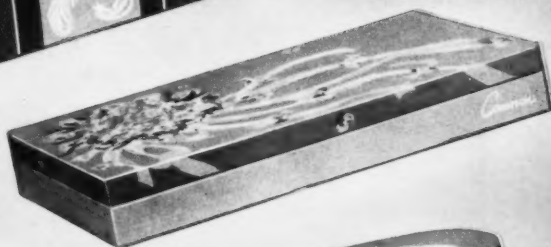


THE BRIDE'S BOX

ROYAL PLUMES BOX



BRIDE'S SHEET BOX



PERIAL BOX



BOUQUET BOX



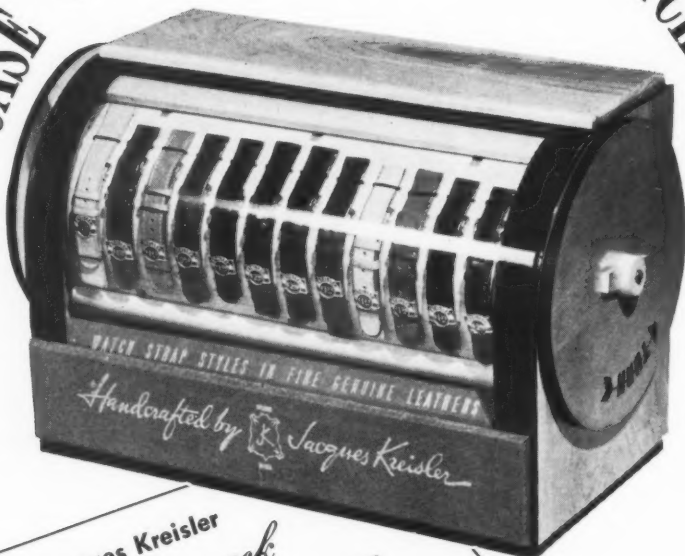
GARLAND HAT BOX

OLD DOMINION BOX COMPANY

CHARLOTTE, N. C.

The Southern Boxmaker with a National Reputation

THE CASE OF THE REVOLVING WATCH STRAPS



For Jacques Kreisler
by *Schunack*
MAJOR AWARD Jewelry Group
11th ALL-AMERICA PACKAGE COMPETITION

THREE dozen assorted Kreisler watchstraps are quickly displayed to prospective customers in this revolving display-case of natural maple. Pilfer-proof, with unbreakable, transparent plastic front, it protects merchandise from handling, dirt and dust—and sells goods.

We congratulate Jacques Kreisler on their All-America Award. The job we did for them is one of the finest displays we have ever created.

Schunack offers a unique service to packagers who are promotion-minded, as we are in a position to develop unusual packages and distinctive displays of wood, paper, leatherette and cloth.

Wood, not being affected by priorities, makes it an ideal choice for your 1942 package or display problem. We invite your inquiries as we are sure that we can help you in any merchandising problem that you may have.

C. E. Schunack, Inc.

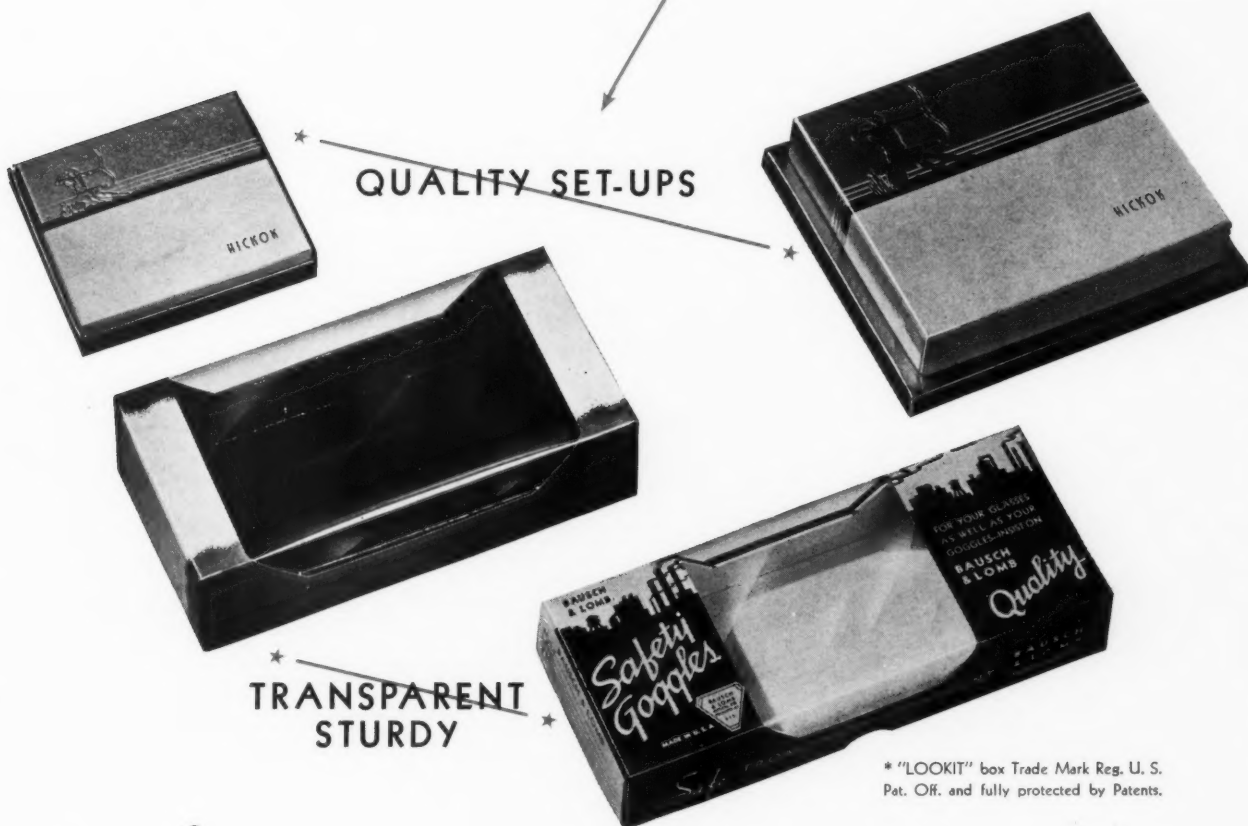
MERIDEN CONNECTICUT

Hey, LOOKIT*

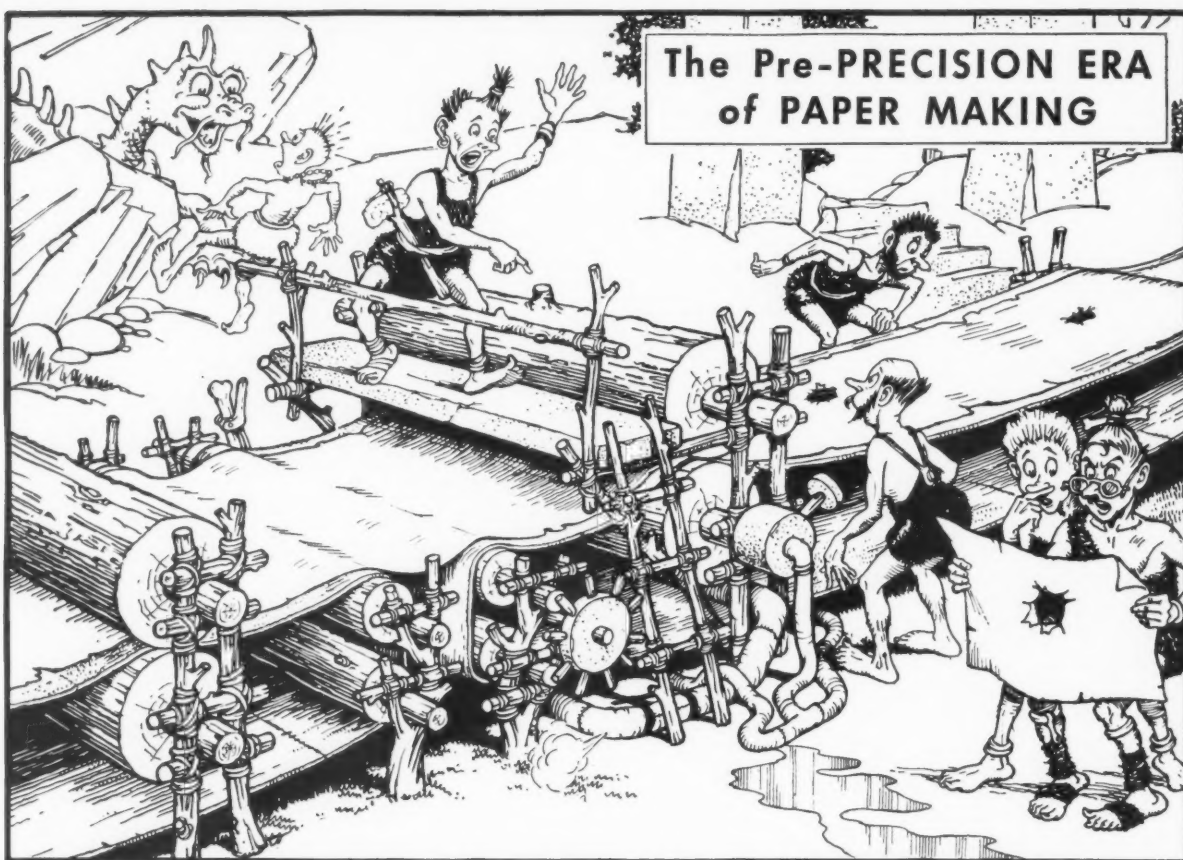
There's a basic principle of selling embodied in LOOKIT boxes—a principle that's been proved sound. "Show your wares and sell more goods," might sum it up. But that's not all: LOOKIT boxes give the full protection to their contents that ordinary **opaque** paper boxes do, **in addition to their transparency feature.** They stand up under rough handling. They're ideal for packaging golf balls, safety goggles, fishing lines, haberdashery, cosmetics, toiletries, silverware and a multitude of others. **Color possibilities are unlimited on the paper wrap and the acetate window of LOOKIT boxes.** Both may be imprinted in as many colors as desired.

SET-UPS FOR GLAMOR

We make a complete line of stock and custom set-up paper boxes, also. Many of packaging's leaders use our extensive design and production facilities as the source of their fine set-up boxes as well as the exclusive LOOKIT packages.



Come to
flower City Specialty Company
ROCHESTER
New York Office • 30 East Forty-second Street • MURRAY HILL 2-3447
NEW YORK



Today

PAPER is made on PRECISION MACHINERY
So are FOLDING BOXES and CARTONS

WE PLACE AT YOUR DISPOSAL

*Every Modern Faculty for the Development, Design and
Manufacture of all types of Paper Packages*

LET US SUBMIT NEW IDEAS WITHOUT OBLIGATION

We Specialize in the following

**COUNTER DISPLAYS
FOLDING CARTONS
CRACKER CADDIES**

**MILLINERY BOXES
GARMENT BOXES
CAKE BOXES**

PAPER CANS for BULK ICE CREAM . . . and many other items

Send Your Inquiries to:

MORRIS PAPER MILLS

135 South La Salle Street, Chicago, Illinois

HOW TO MAKE A GOOD

With your Packages

MAJOR AWARD-SEARS ROEBUCK
ALL-AMERICA PACKAGE COMPETITION



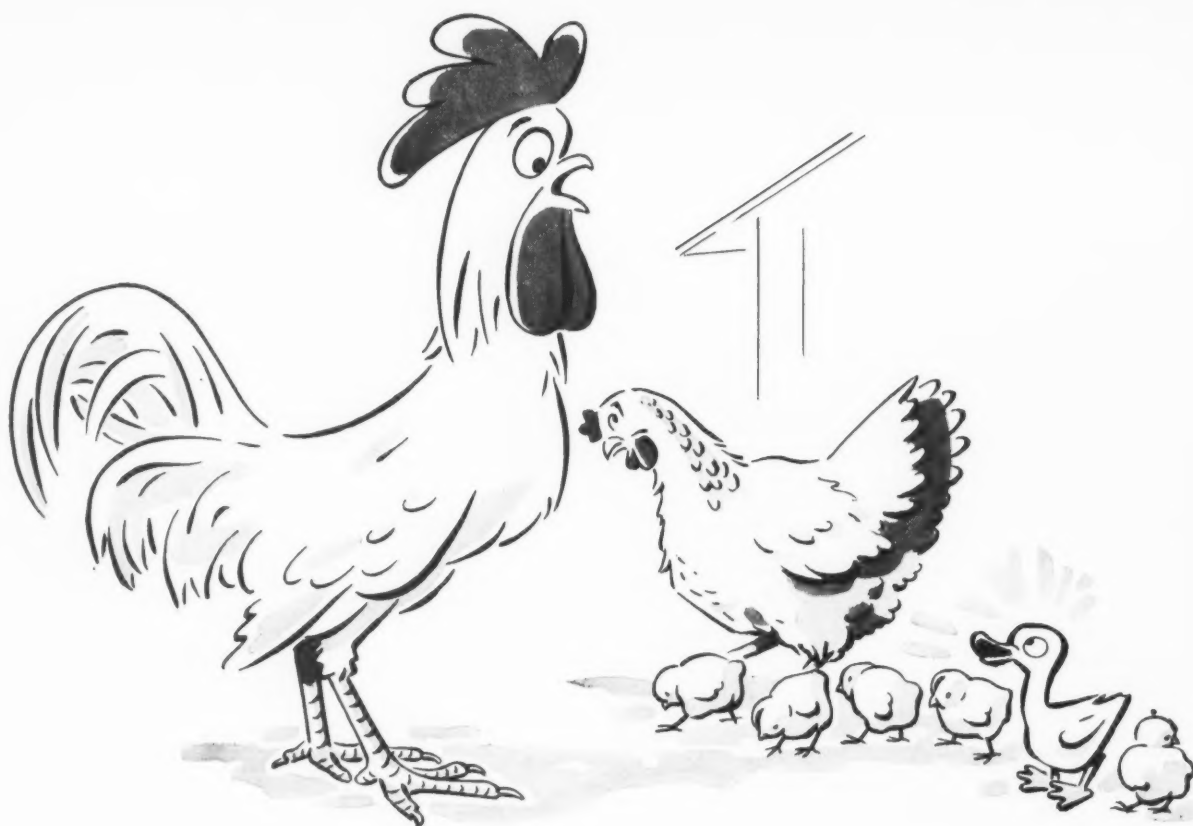
Enrich YOUR package, wrap, or label with a better ink
a LEWIS ROBERTS INK

The inks on this Sears Roebuck line of vitamin
cartons - which won the major award in the
All America Package Competition are,
like those on many other winners,
by

LEWIS ROBERTS, INC.
FINE PRINTING INKS
NEWARK, N.J.

Manufacturers of Precision Offset Inks

Branches and Distributors in 20 Cities



Worth looking into!

You can't duck this fact. Whatever will help you solve today's complex packaging problems is worth looking into.

And that means the Anchor Hocking glass package. Why? Because Anchor Hocking offers a variety of benefits—resulting from a long list of *new* developments. And the extra advantages of Anchor Hocking experience and facilities—yours at no extra cost—are particularly important if glass packaging is new to you, and you seek thoughtful

assistance in getting organized and started in glass. When you employ Anchor Hocking you employ the services of its specialists in engineering, biological and chemical research. These men know packaging from A to Z, and are anxious to provide you with dependable technical help.

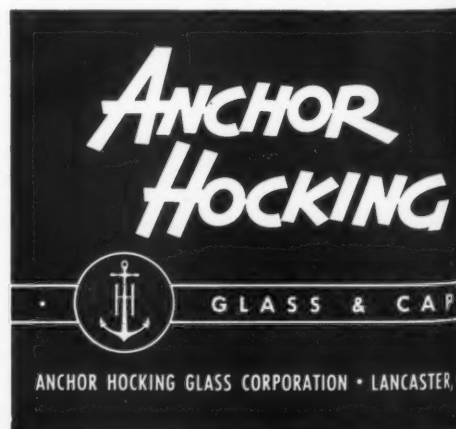
Whether you want the complete package or the containers and closures separately, call in your friendly Anchor Hocking packaging engineer. It will pay you.

Worth Looking Into! This Anchor Hocking Container and Closure for Foods

This full quart Anchor Hocking Container is designed to hold fruit juices, syrups and similar food products. It is easy to fill, label and cap, easy to grip and to pour from. When 27 m/m Anchor Amerseal Cap, illustrated below, is used on this container, contents are easily accessible until consumed, and an efficient reseal is provided. Sample on request.



The Anchor Amerseal Cap . . . will not corrode, rust, gum or freeze to container finish. Its equally spaced lugs ride under container's corresponding lugs, draw cap down, compress liner in tight, even, *complete* contact with container finish. No thread matching, as in screw caps. A quarter turn and it's off or on.





**WHERE PACKAGING
IS THE FINAL STEP
IN QUALITY
CONTROL**

THE S & S UNIVERSAL FILLER
is the most flexible you have ever seen! So versatile that it will fill with unvarying accuracy practically any kind of a container with almost any kind of material. Accuracy is an important factor in packaging Lipton's Continental Noodle Soup Mix. So, they chose the Universal Filler to put just the right amount of their product into each package to insure the consistent delectableness that keeps the housewives coming back for more.

Next time you enjoy this savory soup—remember, here, too, S & S had the practical answer to economical packaging of a difficult product!

STOKES & SMITH & CO.
PACKAGING MACHINERY
Frankford
PAPER BOX MACHINERY
Phila., Pa.

SEE UNIVERSAL FILLER

MATERIAL:

Powders, granular products, pastes.

CAPACITY:

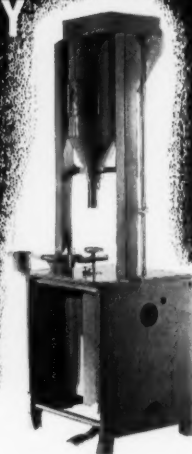
½ oz. to 5 lbs.—any container.

PRODUCTION:

15 to 30 per minute.

OPERATORS:

One-filling by gross weight, volumetric measurement or packing.



Universal Filler



high-speed filling and sealing machine A CHIP ON ITS SHOULDER...

THOSE modern high-speed automatic machines will always argue with anything *less* than perfection. They'll argue over a split fraction of an inch variance in caliper and cut of a carton. They'll argue over rigidity and folding qualities.

And when they argue, they stop work . . . jam-up your production line. Hard-to-get-help stands idle while adjustments are made. Time is wasted. Production is wasted. Money is wasted.

★ ★ ★

Many of the country's largest users of folding cartons have cut down such losses with Gardner-

Richardson Precision-Engineered Cartons. They know that Gardner-Richardson cartons keep out of costly arguments with automatic machines . . . because they're *precision-engineered* to greater accuracy. They know that hydration tests, tear tests, break tests . . . tests of folding, sealing and printing quality are being constantly made in the Gardner-Richardson plants. They know that rigid control . . . constant inspections from pulp to finished cartons . . . insure accuracy and uniformity, order after order, shipment after shipment. And while the dependable, *precision-engineered* qualities of Gardner-Richardson have always been of No. 1 importance to carton users . . . they are even more important, *today!*



IT MUST BE RIGHT, from the beginning. Gardner-Richardson tests and checks the fibres in the pulp—determines the printability of the boxboard before it is formed, while it is being made—sees to it that the surfaces measure up to fine-paper standards.



THEY ONLY TAKE "KNOW" for an answer. Smoothness, porosity, foldability of boxboard are among the 30 factors which are checked by Gardner-Richardson technicians every 15 minutes to insure better, more uniform cartons. Precision-engineered cartons!



The GARDNER-RICHARDSON Co.

MANUFACTURERS OF FOLDING CARTONS AND BOXBOARD

MIDDLETOWN, OHIO

for a **TOUGH** Sampling Job

They Chose Set-up Boxes

FOR sampling pieces of Marlite wallboard, Marsh Wall Products, Inc., chose a package that would really be able to take a beating and still retain its shape and hold the samples. And, too, the overwrap had to be attractively printed to reflect the quality of the product. For this task, Marsh selected set-up boxes by Great Lakes Box Co.

These boxes have other features besides strength, durability and beauty: they are divided into compartments in such a manner that it is easy to replace the loose samples without fuss. This simple design-thought is responsible for added package life and continued use. The big problem with loose sample packages has always been to get the pieces replaced without damage to the container, and this does the trick.

Both dealers and salesmen have put the kits to a number of useful purposes such as selling, display, ordering, etc. The packaging promotion well deserved the Major Award it won in the All-America Package Competition. We congratulate the Marsh company—and offer our boxmaking services to any firm with a sampling or packaging problem.

The Great Lakes Box Co.

FOLDING CARTONS • SET-UP BOXES • DISPLAYS
7275 Wentworth Ave. Cleveland, Ohio

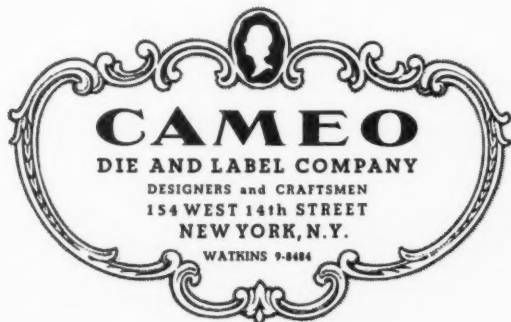
You can still get Quality Labels

You can still get embossing and fine printing and color effects on smart flint papers. The foil papers are unobtainable but pyroxylin is still on the market. And, even should these disappear, our experience in embossing and color equipment, backed up by the full facilities of our equipment and plant, will continue to produce fine die-cut, embossed and color-printed labels for our customers.

LOOK AT THE TIP-ON →

Here is a sample of embossing on flint paper. Note the exquisite sheen, the accurate die-cutting, embossing and printing, the perfect color registry. Turn it down (it is fastened only at the bottom) and note the deep swedging in the paper.

Bring us your labelling problem. We'll be glad to work it out to your complete satisfaction in available materials.



IN CANADA: CAMEO METAL SEAL & LABEL CO., LTD., 371 DOWD ST., MONTREAL

HOW TO WIN

WITH GIN (or anything else)

MAJOR AWARD — *Liquors*

All American Package Competition

Tri-dimension, Thermo Plastic display
produced by K-C-S for the Fleischman Co.

● We are justly proud of the major award bestowed upon this colorful, attractive display piece for the Fleischman Company.

Prouder still are we of the even more important awards that K-C-S displays and signs are winning every day in the biggest contest of them all—the constant fight to win attention, to move merchandise at the point of sale!

K-C-S has produced sales winning signs and displays for leading advertisers in all fields of industry — and K-C-S can serve you as well!

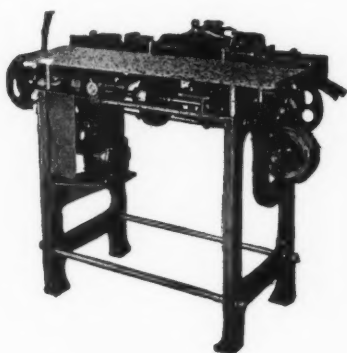
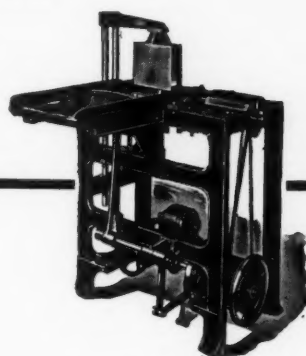
The K-C-S creative department can mould your roughest idea into a beautiful, eye-catching sign or display; and the K-C-S production department can turn out signs that sell — produce displays that stand up as well as stand out!

Ideas submitted without obligation to you. Write today for further information.



KIRBY ☆ COGESHALL ☆ STEINAU CO.
ADVERTISING SIGNS AND DISPLAYS ☆ EMBOSSED LABELS AND SEALS
MILWAUKEE ☆ WISCONSIN

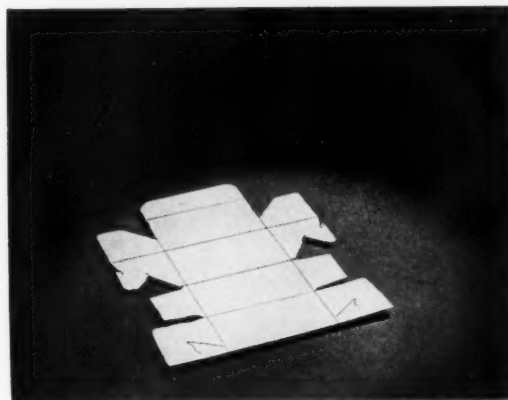
*To Set Up and Close Your Cartons
On Equipment Is Today's Method
For Efficiency and Economy*



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE receives the open, filled cartons on conveyor belt and automatically closes them at speeds of 35-40 per minute, requiring no operator. To handle several carton sizes, this machine can also be made adjustable.

If a greater production is required, we can furnish fully automatic SENIOR Model machines to handle up to 60 cartons per minute.

This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Machine can be made adjustable to set up several carton sizes.



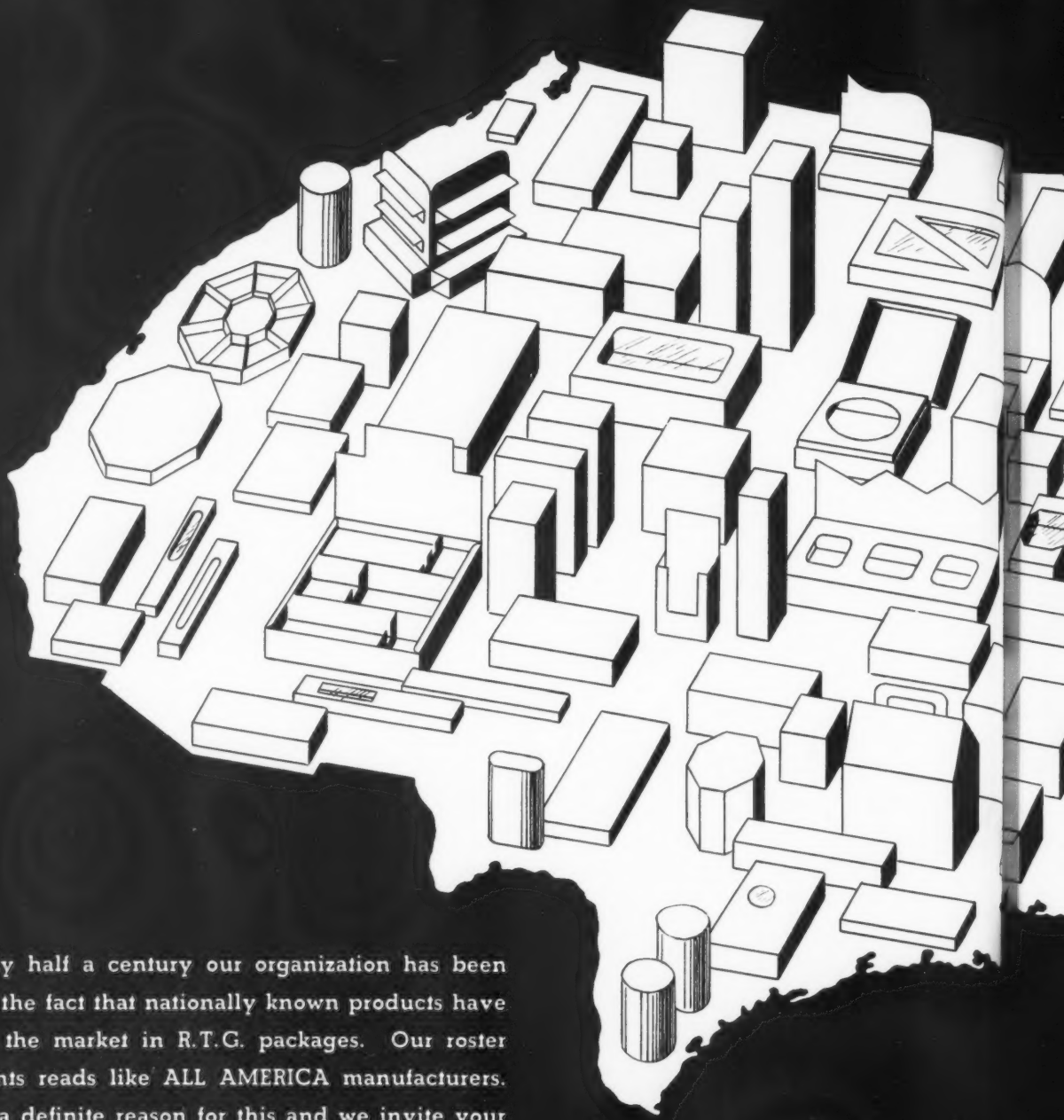
Type of die cut cartons handled on these machines

Send us a sample of each size carton you are interested in handling and we will be pleased to recommend machines to meet your specific size cartons. Your inquiry will have prompt attention.

PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

NATION WIDE PACKAGING



For nearly half a century our organization has been proud of the fact that nationally known products have been on the market in R.T.G. packages. Our roster of accounts reads like ALL AMERICA manufacturers. There is a definite reason for this and we invite your solicitation if you are interested in highest quality packaging based on sound merchandising principles.

The Richardson Taylor Co.

4 5 0 1 W E S T M I T C H E L L A V E N U E •

by R.T.G.



Globe Corporation

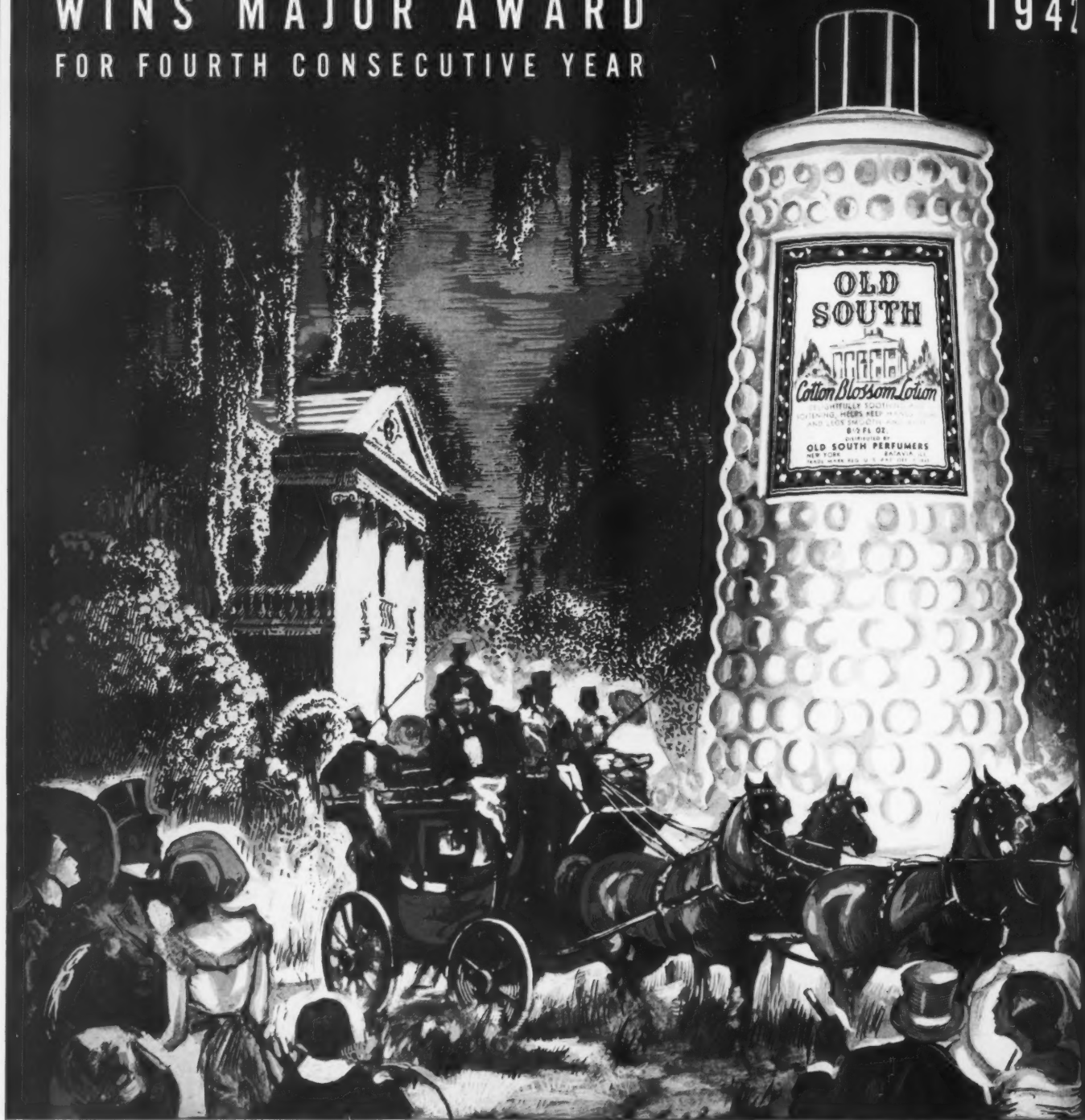
U • WINTON PLACE CINCINNATI • OHIO

FLEMING-POTTER CO.

WINS MAJOR AWARD

FOR FOURTH CONSECUTIVE YEAR

1942



Originality and outstanding creative designs by our own art staff have won for us again this year the major award in modern packaging with our "Spirit of the Old South" (Campana) label.

All have the eye appeal that sells the product. We are equipped to design and produce your label needs.

May we serve you? Samples and information on request.

Our other labels to win this award have been:
1939 Carstairs line of liquor labels,
1940 Boots and Saddle - Buffalo Springs,
1941 Hiram Walker's Imperial Blended Whiskey.

FLEMING-POTTER COMPANY, PEORIA, ILLINOIS

THESE NEW IDEAS Won Top "Cash-Register Rating," Too!

THESE PACKAGES proved the value of the merchandising ideas behind them by jumping sales for the products they contain—in addition to winning top awards in the All America competition! Wilson & Company, Chicago, had a new idea—Sliced Bacon-on-the-Rind. To package it Sutherland produced the sturdy tray and sleeve combination with transparent window and distinctive wood grain finish. Immediate and enthusiastic acceptance by both dealers and consumers resulted. Pellar Pie Company, also Chicago, was anxious to increase individual pie sales, so a new package was developed. Sutherland contributed the paper plate to hold the pie and the paper tray to protect it. The complete package is wrapped in cellophane. Results? 40% increase in sales—20% decrease in stale returns.



SUTHERLAND-MADE packages have frequently won recognition in the All America competition. But what's more important is the fact that they're consistently winning top-ranking awards in the cash register rating because Sutherland's capable staff of package creators have long given first consideration to the practical, salesmaking aspects of package design.

If you're not satisfied with present merchandising results or if you are preparing to market a new product, it will pay you to receive counsel from packaging experts. Why not put Sutherland at work planning practical "winners" for you? A consultation, by mail or through one of our representatives, incurs no obligation.

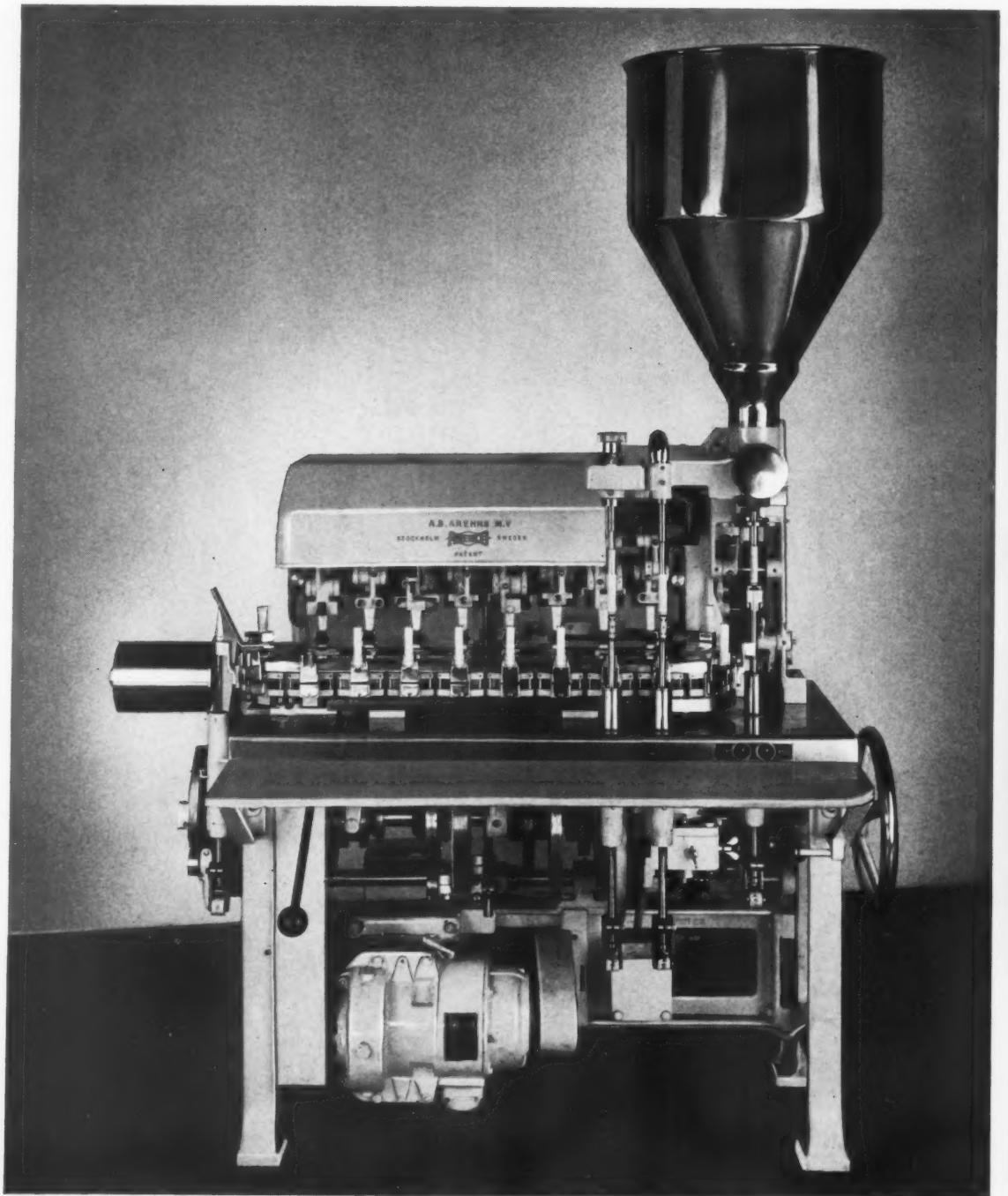
★
This year, Sutherland celebrates its 25th Anniversary. Started in 1917 (the year America entered World War No. 1) with 10 workers, the Company now gives employment to 2180.

SUTHERLAND PAPER CO.

KALAMAZOO, MICHIGAN

MAJOR AWARD to ARENCO

11th All America Package Competition



for Machine Design and Building

The Arenco Tube Filling, Closing, and Sealing Machine won the Major Machinery Award for J. C. Eno (U. S.) Ltd. in the All-America Packaging Competition. This machine was designed in very close cooperation with manufacturers of pastes and creams; all drawbacks on older type machines have been specially studied and eliminated.

The machine is operated by a geared motor controlled from a push-button station as well as a clutch and has a speed of up to fifty tubes per minute. The special

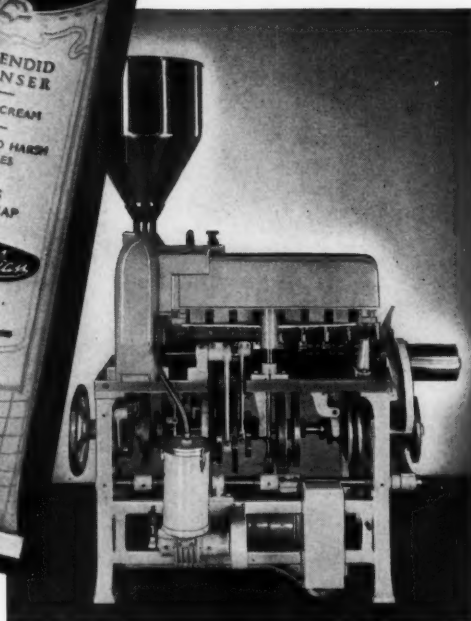
pump guarantees that the tubes positively will be clean, that no paste is trapped in the closure folds, that no damage is done to the paste. The viscosity of the material is not interfered with.

THESE FACTORS MAKE THE ARENCO MACHINE OUTSTANDING

1. Automatic cap tightener.
2. Automatic tube cleaning before filling.
3. No tube—no fill. No material delivered from filling nozzle when tube is missing.
4. Positively correct quantity in each tube.
5. Simple adjustments for different quantities and easy changing from one tube size to another.
6. Shaped tube holders—shapes of tubes and folds always uniform.
7. Ample passage for material—no squeezing to interfere with consistency and viscosity of material.
8. All parts of machine easily accessible for control, lubrication, and cleaning.
9. Quiet in operation.
10. Stainless steel or other non-corrosive metals used in all parts coming in contact with the material.

Machine Specifications

Floor space 3' 11" x 2' 3"
Height 5' 7"
Net weight 950 lbs.



ARENCO MACHINE COMPANY
INCORPORATED
25 WEST 43rd ST. • NEW YORK, N. Y.

THE SATURDAY EVENING POST

America has a new tune now

We're in the Service now
With gun and tool and plow,
We'll never get rich by serving our hitch
But we're sure of getting our CHOW!



Why America depends more and more on tin cans today

EVERYBODY is in America's service now—fighting and working for victory. But only a healthy nation is truly strong. And people are healthy only if they get plenty of the right foods, starting from babyhood. Making sure they do get them is a job to which your Government, and we, are now dedicated. Here are the reasons why America depends on cans to do that job.



Cans are convenient for feeding our fighting men. Our Army and Navy are buying tons of food—in cans. They know cans are best for shipping, handling, storing and using. In the kitchen or in the field, the can is most convenient. It's light in weight, easy to handle, but sturdy. (And it's the least expensive safe container for the job of feeding millions of men.)



Cans protect the foods that America needs. Air-tight and permanently sealed against light and dirt, cans preserve and protect the nutritive value and flavor of food. Cans are tamper-proof, secure against substitution or adulteration. And canned foods will keep indefinitely, properly processed, because they are sterilized by heat in sanitary, air-tight containers.



Cans protect the health of young America, too. Cans are safe—they do not chip or break. And the U. S. Dept. of Agriculture says: "It is just as safe to keep food in the can it comes in—if the can is cool and covered—as it is to empty the food into another container." No wonder strained and chopped baby foods in cans have won the acceptance of doctors and mothers!



CONTINENTAL CAN COMPANY



FOR DEFENSE—
Buy United States Savings
Bonds and Stamps

Telling America at home of the vital role canned foods are playing in the feeding of our civilian population and armed forces, this Continental Can Company advertisement appears in the March 28th issue of the Saturday Evening Post (on the newsstands March 25). Watch for it!

LUMARITH PROTECTOID

REG. U. S. PAT. OFF.
"BREATHES" NEW LIFE
INTO FOOD PACKAGING



PROBLEM As perishable as they are luscious, avocados presented a tough problem in preservation and marketing. They deteriorated rapidly when unprotected. Refrigeration permitted distant shipping but when released, the avocados ripened so quickly that large percentages were often lost in spoilage.

SOLUTION Avocado growers discovered that "breather wraps" of Lumarith Protectoid admit just enough air to keep the fruit in perfect condition during refrigeration, shipment, and display. And retailers, by planned puncturing of individual wraps, can control ripening to suit themselves!

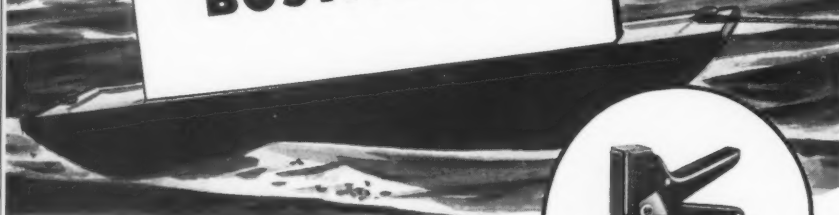
MORAL Avocados wrapped in Lumarith Protectoid last longer . . . look better . . . sell better. Revolutionary changes in packaging, required by so many in the food industry today, may be solved by this revolutionary transparent material. Lumarith Protectoid's unusual qualities demand your immediate investigation.

•Visit Booth 501 at the Packaging Exposition—
Hotel Astor, New York, April 14-17

CELANESE CELLULOID CORPORATION

Celanese Celluloid Corporation (formerly Celluloid Corporation), 180 Madison Ave., New York City. . . . Sole Producer of Celluloid* (cellulose nitrate plastics and dopes) . . . Lumarith* (cellulose acetate plastics and dopes) . . . Lumarith Protectoid* (transparent packaging material) . . . H-Scale* (synthetic pearl essence) . . . Lindol* (plasticizer and lubricant additive) . . . Samson* and Safety Samson* Film Bases . . . and Vimlite* (shatterproof window material). . . . *Trademarks Reg. U. S. Pat. Off.

Targets, Like Counter Displays, BOSTITCHED



BOSTITCH for Protection

Here's Your "AA" Defense Against COSTS and DELAYS

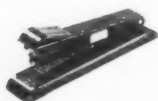
Why use slow, costly hand methods? Time is short — manpower is needed. Using Bostitch machines, the manufacturer of this faucet spray jumped carding production to 800 per hour — yet the display card was more secure, more resistant to pilfering or rough handling, and left plenty of room for the sales message.



BOSTITCH for Economy

FREE FASTENING ANALYSIS May Save You Time and Money

Bostitching... using the right stapling, stitching or tacking machine, and the exact size or type of staple to get the most efficient fastening results... may solve your present carding or packaging problem. Send samples of work for a "Free Fastening-Analysis" by Bostitch engineers. Write Bostitch, 53 Duane St., East Greenwich, R. I.



Take a tip from the men who tack canvas to water-borne targets, next time you're packaging a product for safe shipment or sales-building display. The same T-5 Bostitch Tacker they use can provide a neat, inexpensive and *strong* fastening for you.

Bostitch T-5 operates easily with one hand. Squeeze the trigger! — A powerful spring sinks the staple in the exact spot, even as close as $\frac{1}{16}$ inch from an inside corner. It's only *one* of many Bostitch machines — motorized, hand-operated, foot-operated — now in use for carding or packing, in war work, as in civilian industry.

Bostitch Staples Helped These Display Packages WIN AWARDS in "Five and Ten" Packaging Contest



Note the simplicity, economy and neatness of the award-winning "Giftape" display card shown above. The Industrial Tape Corporation used a single Bostitch staple to fasten it together — and won a prize for *best use of packaging materials*.

Then look at the "Corner Towel Bar" display, The Autoyre Company entry that won the prize for *merchandising value* through design. Note how the unobtrusive Bostitch staple aids designers by leaving lots of room for picture and selling message.

BOSTITCH for Sales Appeal

BOSTITCH

Fastens it Better
... with Wire

STAPLING...STITCHING

TACKING

Modern Packaging

APRIL 1942

VOLUME 15

NUMBER 8



In the chaos of a world war, when dislocations are of greater magnitude than at any previous time in history, packaging—contrary to the predictions of some observers—has assumed not less importance, but more. This may be partly because of a changed perspective of the functions of packaging, but more than likely to the broader service performed by packaging in meeting an entirely new series of needs, such as the protection of foodstuffs to undergo the wide variations of temperature and humidity attendant on shipments to polar or tropical regions. Further complicated by materials shortages, the problems of packaging have this year received the attention of industry in very unusual degree. The research chemist and the structural engineer have made contributions which, in many instances, have been of greater import than those of the designer.

No matter what happens in the unpredictable days ahead, the 1941 All-America Package Competition sets an achievement record. Perhaps packaging progress will be “frozen” temporarily, particularly in certain directions, but if so, it will be at an all-time high level, even if that level is not reached again for several years. For today packaging must devote itself to stern, realistic and utilitarian

duties. However, a point of departure has been established for the take-off when the world has regained its senses.

When the 1941 All-America Package Competition was announced in the August number of *Modern Packaging*, a new system of classifying the entries by industries was inaugurated. In the ten previous competitions, the classifications of entries were on the basis of the material used to fabricate the package. That method, followed when there were no problems of materials shortages, served a useful function. The changed emphasis has been fully vindicated. Analysis of the entries this year permits comparisons made either within an industry, between industries, or on the basis of ingenious adaptations of material, whereas heretofore only the latter comparison was possible. More concretely than ever has it been manifested that packaging cuts a wide cross section of many industries, thus helping each to learn from others.

Formulating the standards for judging the competition has never been an easy task; the sponsors have never faced that responsibility lightly. In early competitions, when packaging was comparatively young, beauty and appeal were prime considerations. Important as those points still are they have been transcended in importance by considerations of structure, ease of handling in mass production lines, marketing and merchandising functions, and consumer convenience. Thus definitely the 1941 All-America marks packaging's coming of age.

The composition of the Board of Judges shows how these diverse points of view are fully represented. Winning entries reflect a unity of opinion. Of particular weight in making selections was the factor of an intelligently coordinated merchandising plan built around the packaged products. Distinctly, sometimes amusingly, the judges were "from Missouri." They insisted on proving for themselves statements made in the entry blanks, such as the freshness of a bread sample in a moisture-proof bag, the non-spilling quality of a new type of ink bottle or the effectiveness of a frozen food package to resist the action of refrigeration.

In a year characterized by shortages and beset with restrictions, it was only to be expected that the number of entries should not be as great as usual. Even so, the decrease did not dip as low as anticipated and the quality of packaging effort far surpassed previous standards. The new classification system permits another comparison not previously possible, namely, the number of entries in various groups. As might be expected, the most numerous entries were in groceries; wines and liquors; cosmetics, toilet preparations and articles; drug, chemicals and drug sundries. The smallest classifications were hardware, dairy products, household articles, toys, games and sporting goods, and apparel. This indicated an opportunity for further progress in packaging. For instance, the hardware line presented a particularly interesting challenge. The retail outlet carries from 8,000 to 30,000 items in stock, few of which are packaged in a manner that compares favorably in efficiency or attractiveness with other lines of business.



Another comparison not previously possible was with respect to the diversity of materials used in a given field. In the grocery division, for example, were bags of at least five different materials; cans of tin and fibre, enameled and lithographed and labeled; glass containers; transparent packages; and boxes of such types as the folding carton, tight wrap and set-up. A food producer visiting the Exhibition in an effort to solve a substitution problem could make a comparative study of all types of food packages in close proximity to each other.

In the All-America Package Competition, those who didn't win awards didn't lose. They participated in an Exhibit which is far more than an ordinary contest. It is an Exhibition which measures progress and reveals developments. It produces benefits which presently make themselves felt by the consumer. More than that, it gives a merchandising picture of America. Not only is our commercial life built around packaged merchandise, but packaged merchandise influences our way of living. For example, the colorful packaging of bath towels reveals how Mrs. America decorates her bathroom—in fact, demonstrates that the bathroom is an important national institution. Motor oils in cans, even though likely to disappear temporarily, mirror the enormous expansion of an industry that has influenced the activity of every individual.



The really significant packaging developments of 1941 are not yet visible. The year marked a peak, particularly in luxury packaging, but the events of the year also called a peremptory halt to many forms of luxury packaging. The full impact of war has not yet been felt. Unless package designers are very closely in touch with materials suppliers, many are still blissfully ignorant of shortages in important lines and the import of those shortages.

Buyers of packaging material still too frequently insist indignantly on the delivery of shortage materials and on the use of scarce pigments and special instead of standardized forms. Advertisers and merchandisers continue to attach tremendous significance to colors and materials which their suppliers tell them are

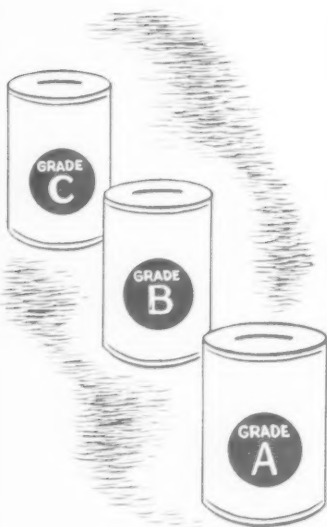
almost unobtainable. Apparently they have not yet learned that substitutions are becoming increasingly necessary. Strangely enough, consumers are not at all disturbed by changes in familiar packages which have already appeared. Just as improved package changes in the past turned out to be without danger as far as brand acceptance is concerned, so today package changes in the direction of economy and simplicity have produced no unfavorable consumer reactions. Consumers are ready to adapt themselves to the necessities of war.

However reluctantly the facts are being faced, it is apparent that during 1941 the attitude underwent a momentous change. The year started blithely and unconcerned. Americans were convinced it couldn't happen here. As restrictions appeared they met with incredulity, sometimes with resentment. "We're going to hang on to our own way of doing business," was a common response when shortages were predicted. "Why do they want all those materials?" was asked on every hand when government stock piles were started. "We can't sell our products, unless we have foil wrappers," was the complaint when certain metals were placed under strict priorities control. "Are these restrictive regulations legal?" was the resentful query when some of the priorities orders began to pinch.

All that is past history. There is a war now and the United States is in it up to the hilt with a unanimous determination to sacrifice everything to win. Emphasis is on functional packaging. Glamour is on a compulsory leave of absence.

This change of attitude, resulting from a new national objective, has effected a profound change in the thinking and planning of everyone in the packaging field. It is voluntarily putting itself under a system of regulation and control as thoroughgoing as ever at any time in history. Some of these controls, which exert their influence on packaging, were adopted prior to the emergency. The Food, Drug and Cosmetic Law is now taken for granted. Although the Food and Drug Administration keeps busy enforcing the provisions of that law, during 1941 probably few packages appeared which did not comply with its provisions. The Wool Labeling Law became effective in July, 1941. Grade Labeling has not yet become mandatory, although a number of organizations are still conducting tests to let that method demonstrate its benefits. The continuous inspection service, sponsored by the Department of Agriculture for voluntary adoption by canners and preservers of fruits and vegetables, has been put into operation by two dozen or more canning plants in various parts of the United States. Few of these, however, are as yet willing to give it their unqualified endorsement. Meanwhile, the plan has experienced a setback as far as its further extension is concerned, because all of the qualified government inspectors are busily engaged in inspecting purchases of canned foods for the Army and Navy.

Food producers, however, are voluntarily adopting the policy of providing fuller information about their products. Packages appearing in 1941 show this wholesome trend more and more extensively.



All these regulatory measures, voluntary or legislative, fade into insignificance in comparison with the vast and far-reaching influence of the priorities system. About 300 or more different materials are under priorities control. During 1941 these controls, becoming more and more strict, have affected one packaging material after another until practically all basic raw materials used in package fabrication have come under its scope.

All this is not without its compensations. The serious difficulties of the year were marked by a tremendously increased interest in technical subjects relating to packaging. There is evidence of an increased respect for the results of research, directed not only toward the technical problems of structure and materials, but also in the direction of economies in marketing and distribution. Packages and plans now in the making will undoubtedly utilize these studies.

The basic objectives of packaging can be reduced to relatively few simple principles. Out of a detailed study of thousands of new packages launched in 1941, it is possible to make a brief but inclusive list of objectives that have been uppermost during the current period. A glance at them is revealing:

1. To appeal more strongly to the consumer.
2. To meet specific merchandising requirements.
3. To perform the protective function more efficiently.
4. To make better adaptation to mass production equipment.
5. To effect economies in the use of materials.
6. To make use of materials that are available.

A few concrete examples will serve to show how these broad principles, with any number of possible variations, have been applied:

A St. Louis supermarket, promoting its private brand canned foods, utilized label space to present detailed facts about nutritive values and vitamin content.

A codfish packer used direct-color illustrated recipes to make his usually drab-looking product more attractive and interesting.

A pharmaceutical manufacturer changed his container from metal can to collapsible tube so that his chest ointment might be more easily applied.

A toiletry manufacturer developed an entirely new line of glass containers, departing radically from tradition, to provide the consumer with packages more adapted to bathroom handling and shelf accommodations.

A shaving cream manufacturer devised an entirely new glass jar to overcome the consumer's objection to the old one which was difficult to empty completely and which had too small an opening for the average masculine hand.

A molasses manufacturer developed a new line of labels, intended to permit the retailer to utilize their multicolored exterior for more effective display.

A starch manufacturer, in revising his old package, kept in mind the habits of retailers—especially in modern supermarket stores—to display packages either vertically or horizontally, and designed the package accordingly.

A chewing gum manufacturer devised a jardiniere to contain, helter skelter, different varieties of single sticks of gum. The jardiniere, placed near the cafeteria cash register, caught penny sales that otherwise would have been missed.

Two bakery companies merged; both had good will to preserve; the new packages of the united company were designed to retain recognition features of each.



Protection of contents after sale was insured by a jelly manufacturer, whose re-use glass jar was fitted with a re-use cap which would not be ruined on removal.

A California prune packer, realizing that dried prunes are traditionally much too dry when they reach the consumer, devised a line of moisture-proof packages to keep the fruit fresh enough to eat without cooking.

A drug manufacturer, adopting a uniform line of glass containers for his dry products, selected a shape which—though the products require widely varying sizes—was adapted to mass production operations with little or no changes in set-up for various sizes.

A confectionary manufacturer, anticipating the foil shortage, cooperated with his suppliers in developing a glassine wrap of equal protective value and within the proper cost margin.

A maker of high-priced toiletries for men launched a new line which originally called for plastic closures: but plastics—particularly for new users—were practically unobtainable. He therefore developed a wooden closure which not only served as a satisfactory substitute but actually imparted a touch of distinction.

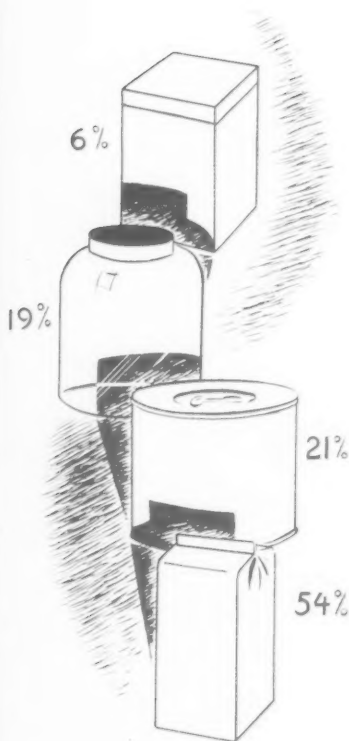
The foregoing résumé of concrete examples gives healthy evidence of a much more thoughtful consideration of consumer interests, consumer desires and consumer convenience than has been manifested heretofore. The packaging of 1941, "by-passing" the consumer agitator, has gone directly to Mr. and Mrs. John Q. Public with its messages and its service.

During the year, "migrations" from one packaging material to another began to appear. It might be profitable to make a census of these migrations—except for the fact that, as with many another census, the figures wouldn't "stay put." An interesting case in point is that of coffee. Its position with respect to packaging material was caught, for a moment at least, by a count of all the coffee packages entered in the 1941 All-America Package Competition. Six per cent of them were cartons; 19 per cent were glass containers; 21 per cent were vacuum pack cans, and 54 per cent were bags of various materials.

The flight from tin has not yet reached its peak. Tin packages were far more numerous during 1941 than they will be for several years to come. Forecast of what may be expected is shown by the phenomenal rush to glass. Entire lines of fruits and vegetables, previously packed in tin, appeared in the markets in glass. Glass-producing facilities have been carrying double and triple their usual load. In order to extend production facilities to help carry this increased load, the industry has developed various standardized containers, discouraging special molds.

Sometimes a new packaging material develops a new product for the consuming public. This was actually the experience of a meat packing company. They saw the possibilities inherent in the use of a fairly heavy cardboard carton with a rubber hydrochloride inner liner and promptly set about to develop a line of meat products to fit the case—literally. Here again there may be a temporary halt in material supply, but the launching of this product nevertheless marks a step forward. The full story is told elsewhere in this issue.

In wartime, economies in the use of materials are not merely to be expected—they are imperative. Though Americans are by nature free spenders to the point



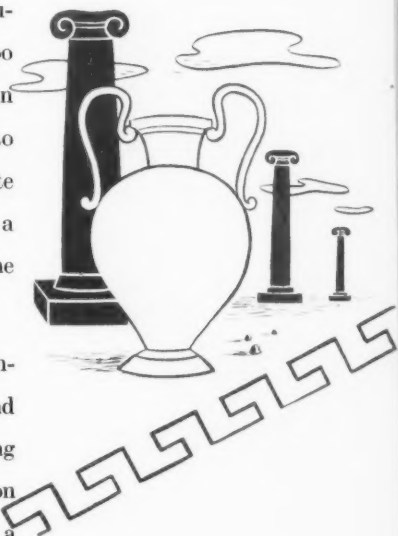
of prodigality, when economy is the order of the day, experience shows that they can excel in that too! A chewing gum company commissioned a machine manufacturer to develop new equipment by means of which savings of approximately 57 per cent in comparison with former packages were effected in the weight of materials. This manufacturer's output is of such great volume that the economies not only benefit him, but constitute an important conservation of paper and pulp.

A manufacturing-retailer in the confectionery field made a complete redesign of packages and stores which turned out to be a significant step in merchandising as well as one which resulted in economies. Store decoration and package design sounded similar notes. Box wraps were in a single color and gold (though the latter can be dropped without harm to the design). Product displays are severely simple and make use of available materials. The entire change-over demonstrates that there is a strong bond of affinity between simplicity, good taste and economy.

The larger organizations do not hold a monopoly on economy. This is shown by another instance in the confectionery field—a classification in which elaborate packages have come to be a merchandising necessity. A small Michigan manufacturer of candied mint cherries was obliged to change his package in a rather revolutionary manner because purchases of his usual packaging materials were simply too small to merit any consideration from his regular sources of supply. He took an ordinary one-quart fibre ice cream container, used shredded cellophane as a filler to prevent crushing the product, devised a label printed in cool green on a simple white background, affixed a red string carrying handle—presto! There appeared a simple but distinctive package not merely functional and economical but also one adapted to the hand packaging methods of the small operator.

These instances and others could be added in indefinite number to demonstrate again the principle of design discovered by the ancient Greeks—that sound ideas are simple. The package designer faces a situation today both challenging and fascinating. No longer is packaging merely a matter of external application of colors, lettering and design. Today the designer must be an engineer and a marketing specialist. He must know how world conditions influence availability of materials. He must know the structural and protective qualities of those available materials. He must have more than a casual awareness of the marketing picture, including merchandising customs constantly in a state of flux. He must have a keen appreciation of consumer motives and buying habits. In addition, he must know the various production and fabrication processes to be a well-rounded packaging engineer competent to cope with modern packaging problems.

A glimpse of the extent of the designer's opportunity is indicated by the fact that in the 1941 All-America Package Competition 6.1 per cent of the entries were packages for products which were not previously packaged; 21.4 per cent were pack-



ages for new products, presumably not previously marketed at all; that the vast bulk of the entries—namely, 72.5 per cent—were redesigns of earlier packages. Present circumstances beyond control will make redesign in its larger and more inclusive sense imperatively necessary. Admittedly, the percentages just given cannot be presented as a complete survey of the field. It may be assumed, however, because of the size and extent of the All-America, that they constitute a fairly representative sample of the situation.

The question naturally follows: How important a factor was the independent designer in 1941? Analysis of the All-America Package Competition awards may provide the answer. Independent designers are entitled to 21.5 per cent of the credit. In 5 per cent of the cases no credit was given to any designer. Advertising agencies earned credit in 5.5 per cent of the cases. In 8.7 per cent of the cases designs were developed through the cooperation of the user of the package and his suppliers. In 26 per cent of the cases the user's own organization is credited. To the suppliers, with their departments of service, research and design, must go the credit in 33.3 per cent of the awards.

The moral is clear. The most significant and valuable service in package development is being performed by the companies whose responsibility is actually to produce and fabricate the packages. It matters little whether these packages may be allegedly deficient in beauty—that is not today's problem. The imperative demands now are for convenience, protection, economy and utility.



In the light of needs emphasized by current events, it is easy to point to packages which have the wrong emphasis. For instance, before the Gods of War demanded the material, cellulose wraps were used for color and visibility in many ways now easily dispensed with. Many of these over-uses will be automatically corrected by priorities.

In normal times there need be no limitation placed on furnishing re-use containers. Now, however, when one sees a round-bottomed cordial bottle in a metal frame designed for subsequent use as a wall hanger, one shrugs and says "cui bono?"

In some instances a better relationship between weight of contents and strength of package could be desired. For instance, cellulose sacks are frequently made of too light a gauge to carry dried beans, noodles and bakery products. Economy can be carried to such an extreme in the use of material that protection and convenience are disregarded and, indeed, economy itself defeated because the bags burst and the contents are wasted. It must be remembered that when products travel through regular merchandise channels, they are frequently subjected to rough handling. The package should be prepared for that.

Sometimes a good idea fails of its purpose because it is not carried quite far enough. A case in point is the package for half a dozen jars of fancy jellies in a container of transparent rigid plastic sheeting and nested in die-cut apertures in a cardboard base. This product is sold throughout outlets where there is no opportunity for clerks to push the merchandise or make any kind of sales presentation; the goods must sell themselves by means of visibility. Someone in designing this package didn't go quite far enough to make a base that would hold the jars effectively. Result: The jars come loose from their shallow apertures and rattle all around in the transparent container—anything but an appetizing sight. Replacing them in proper position is impossible without untying ribbons and removing the top. If outlets are too busy to make a sales talk, they certainly are too busy to make up for packaging deficiencies. Another good idea gone sour.

The temptation is strong, these days, to make use of the patriotic motif in packaging. At the moment, the patriotic theme as a fashion note seems to have lost its power. There have been some instances in packaging—not many—of flag waving for commercial purposes. Caution should always be exercised lest this note should be overplayed in violation of good taste.

While the window display continues to place its main reliance—as it should—on beauty and impressiveness to attract the eye of the passer-by, significant progress has been made in the use of smaller pieces within the store. Since retail outlets depend more and more on the consumer to make his own selections and serve himself, counter and floor displays have reflected the trend in their construction. "Get the customer into the picture" seems to be the basic principle on which many of these within-the-store pieces have been evolved. By fingering a dial the subdeb in search of a new hair-do can study the devastating power of a dozen different styles and complexions. The youngster in need of a searchlight battery can help himself and test the small dry cell in a handy device, while a bell tells the busy clerk that a sale is being made. An ingeniously contrived wire rack presents actual bottles of liquors, wines and cordials, but its pilfer-proof construction keeps the



acquisitive consumer from purloining them. Long life is imparted to store materials by constructing a more or less permanent product rack, equipped with a bracket to contain periodical changes of lithographed copy matter.

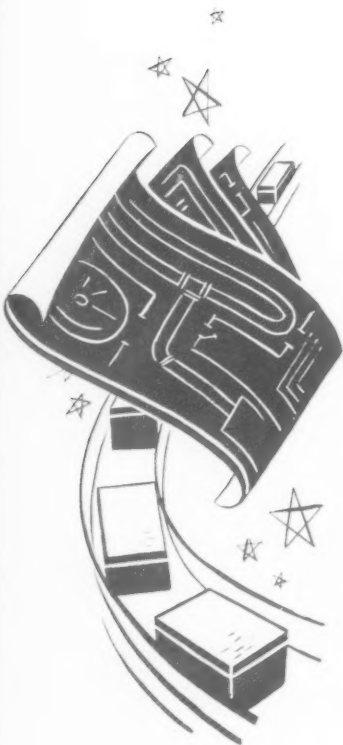
Time was when a display piece was used once and discarded. Today's materials are devised for long life; thus they afford both utility and economy. Sometimes permanent consumer interest is assured through the use of beautifully lithographed subjects "suitable for framing" which may be obtained for ten cents—or a reasonable facsimile thereof!

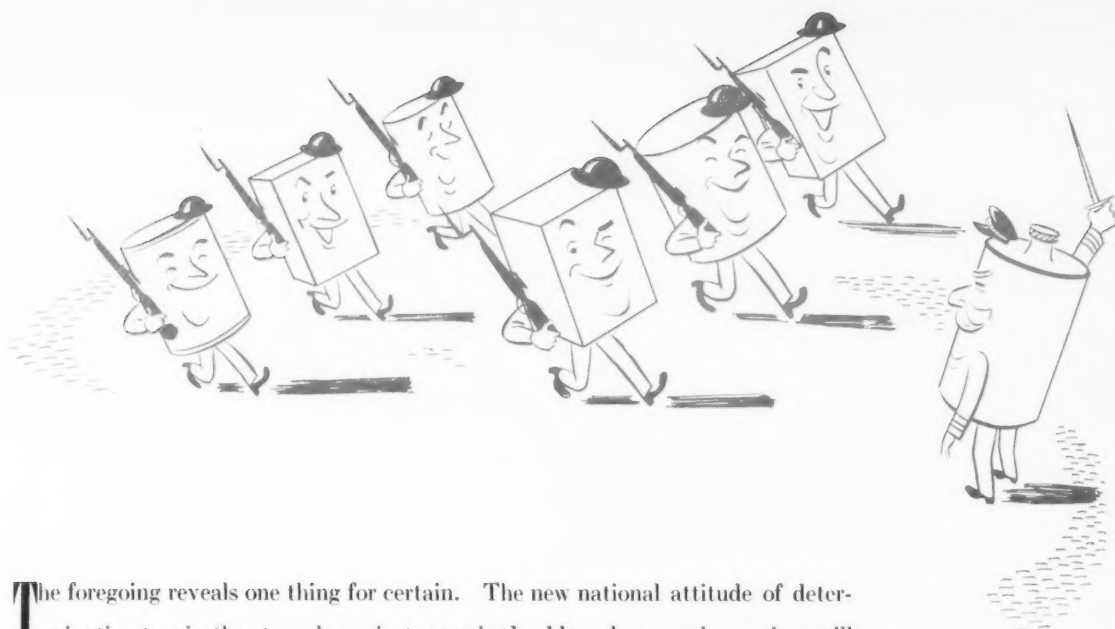
The year has been a tough one in the machinery field. Severest needs of nations at war are for metals. Accordingly, metals and metal products very early were placed under rigid priority control. Naturally, package machinery makers and users were quick to feel its effects. Challenged to convert production facilities for war needs and at the same time to help users of package machinery keep their production lines going, manufacturers of machinery have risen nobly to the occasion. Direct defense production, which for obvious reasons cannot be adequately treated now, is to be found in practically every package machinery plant in the country. The machinery makers have given ample evidence of three things: (1) patriotic spirit, (2) productive efficiency in handling a double burden and (3) consideration of the needs of their regular customers.

Despite the call of duty and in the face of shortages of raw materials, machinery developments and installations have been noteworthy. Indeed, it is quite possible that these adverse conditions have actually stimulated some important developments. For instance, scarcity of labor in production plants has resulted in installation of conveyor lines to handle maximum volume with minimum personnel.

In general, the need for conservation of resources both human and material has given impetus to a trend which began to appear some time ago. Machinery installations are engineering projects consisting not of individual units brought together in hit-or-miss fashion by a product superintendent, but, instead, are unified and coordinated after a careful period of analysis and planning during which both machinery maker and user have cooperated. This is instantly apparent to a visitor watching the operations in the wholesale grocery plant where a tea packaging line has been installed, or in the silver cream plant where full advantage is taken of gravity flow and straight-line production, or in the drug firm which has the task of packaging a thousand products of different shapes, sizes and consistency.

The times have called for unusual service this year on the part of machinery manufacturers and they have responded to the need in two important ways. Facing shortages of metals instead of selling new machines, they have shown customers how to adapt old ones to unaccustomed materials and they have shown how by care and lubrication to extend the life of machines that ordinarily might go to the scrap heap.



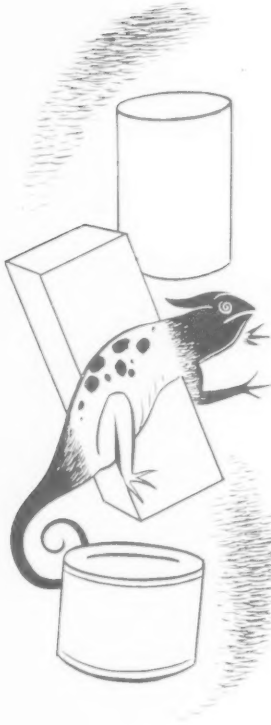


The foregoing reveals one thing for certain. The new national attitude of determination to win the struggle against organized robbery by opposing nations will of necessity govern all planning in the realms of packaging and merchandising for some time to come. Conceivably, all our efforts may soon become war efforts, with normal activities in complete suspension. Without a doubt, there will be a return—in limited extent, at least—to bulk merchandising for some products. This may be accompanied by the disappearance of some branded goods on which considerable sums of money have been spent to develop a market, but not easily will consumers go along permanently without the benefits of packaging. Even during the emergency, substitutes for familiar packages will be preferred by the public to no packages at all.

Research and technical investigations will be more important than in normal times. The government has already given evidence of this by giving preference ratings to research laboratories for materials and equipment and by issuing a call for the stimulation of inventions in every field. Some of the results may not appear in general use until years later, but anyone with any kind of a substitute for scarce materials, or any conservation method or substance, will be given a respectful hearing. Ingenious substitutes are already appearing. The woods are full of ideas which are at present only a gleam in someone's eye. As fast as ideas or suggestions are heard of, it will be the policy of Modern Packaging to run them down, verify them, if possible, and encourage their development—or to "scotch" them if they prove to be valueless.

It is quite certain that the change in emphasis on the various functions of packaging will continue. Features which are purely decorative will be reduced, perhaps eliminated altogether. The utility package, with emphasis on protection, convenience and economy, is the one most likely to survive. The necessity of space conservation in shipments destined for consumption by armed forces and

Allies will have a profound influence on the development not only of packages but on the products put in them. For instance, dehydration is likely to experience a great development, not simply because of the shortage of tin for canned fruits and vegetables, but also because dehydration by modern methods effects a 90 per cent space saving. Frozen foods, similarly, are likely to enjoy further development for reasons of space economy as well as convenience, although problems of refrigeration in transit present an obstacle.



The standardization of sizes for containers is already well on the way. Look for still further applications of the idea and, as it comes, it will be well to plan on measures to preserve individual identity. This is a problem which the designer should take as his particular province, but it is by no means his exclusive concern. The manufacturer of any product, together with his advertising and merchandising staff, must cooperate with the designer to maintain the recognition features familiar to the consumer, even if it becomes necessary to make changes in package size, shape, style or colors.

After all, the safest prediction is change. New shortages develop from day to day. Chameleon-like adaptability is a quality which those interested in packaging might well strive to develop in meeting the constantly changing conditions. Another year, a packaging exposition or competition will be of untold value because it will reveal a picture of a great nation's ingenuity in adapting itself to shortages. Such a competition will not merely educate—it will make history.

Fear has been expressed that packaging will suffer a setback, during the present difficult days, from which it will never recover, that the features of beauty and utility which have made such notable contributions will be permanently discarded.

Those fears are groundless. This country will not permanently tolerate the disturbed conditions in the world today. We want to go back to conducting our businesses normally. Essentially a peaceful people, Americans think and live in terms of useful, helpful activities. We prefer to make and sell goods that raise the standards of living. We are a nation of free spenders. We love things that mean beauty, sanitation, attractiveness—and we're glad to pay generously for everything that makes for more gracious living. America is committed to good packaging because good packaging carries with it obvious and definite benefits. Good packaging—attractive packaging—efficient packaging—will not only perform a useful service during the emergency; it will come back stronger than ever after the emergency is over.

Cliff Browne

A W A R D S



ALL-AMERICA
PACKAGE
COMPETITION

The Board of Judges



Consumer's Viewpoint
BARBARA DALY ANDERSON
The Parents' Magazine



Production Viewpoint
THOMAS R. BAXTER
Standard Brands, Inc.



Marketing Viewpoint
DR. HOWARD T. HOVDE
University of Pennsylvania



Manufacturing Viewpoint
PALMER J. LATHROP
Bristol-Myers Co.



Designer's Viewpoint
BEN NASH
Industrial Engineer



Structural Viewpoint
C. A. SOUTHWICK, JR.
General Foods Corp.

Judging the All-America Package Competition requires hard work. Considered from its physical aspect alone, it is an ordeal of intense application to select the small number which receive awards from among thousands of entries, each of which must be studied from the viewpoint of its objectives, its structure, its merchandising fitness. The judges vote independently, but preceding each selection they exchange comments that reveal widely varying points of view—and listeners would be afforded a liberal education in packaging.

This variance of viewpoint is important. Obviously, in developing a new package, many factors must be taken into consideration. When the judging is done, therefore, it is imperative that each of these factors is given due weight. The Board of Judges is selected with that in mind.

Circumstances made changes in personnel of the board during the year. The untimely death of George R. Webber left a vacancy which was filled by Thomas R. Baxter of Standard Brands, Inc. Mr. Baxter brought to the task a keen perception sharpened by years of experience in the purchase of packaging materials. In place of William M. Bristol, Jr., now head of Donald Nelson's Health Supplies Branch of WPB, Palmer J. Lathrop of the Bristol-Myers Co. represented the manufacturing viewpoint on package problems.

The service performed by these judges is a voluntary one. Their only compensation is a consciousness of contributing to the cause of packaging progress. Out of their full schedules they generously devoted the time necessary to make a thorough study and a discriminating selection.

To the judges, then, must go an appreciative vote of thanks for a responsible job well done.

Award Winners

11th ANNUAL

ALL-AMERICA PACKAGE COMPETITION

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Photographs for All-America Section by Robert Keene Studios



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Columbia Baking Co.

To the tune of "Oh, Susannah," a commercial lyric is being sung over radio stations in Florida, Georgia and the Carolinas. One verse of the lyric goes like this:

"Call for Twin-Pack
Its freshness lasts for days
Each half a loaf is sep-rate wrapt
That's why the freshness stays."

Those four lines tell the whole story of the radical innovation in the merchandising of Southern Twin-Pack bread. This bread is two separately wrapped half loaves in one package that can be split in two—one-half to be used for immediate consumption and other half loaf to be kept for future use. It remains fresh until the wrap is removed.

The basic idea for packaging bread in this way to avoid waste and stale slices was submitted to the Columbia Baking Co. some time ago, but when the company experimented with the equipment for wrapping this type of package, it was found to be full of what engineers colorfully refer to as "bugs." But the baking company was convinced the idea was basically sound, and its engineers went to work in the bakery's own machine shop to perfect their own equipment. They succeeded in building and finally patenting efficient machinery that would afford fast, practical production for Twin-Pack loaves. The name was copyrighted and the bread was distributed through some 25,000 grocers who were served by the 14 Columbia plants located in Virginia, North Carolina, South Carolina, Georgia and Florida. The bread comes in sliced white, sliced wheat and the two-in-one pack which is one-half loaf of white and the other half of wheat bread.

The machines developed by the company for wrapping the bread operate in the following manner: The full loaf of bread as it comes from the slicer is placed in a Columbia designed and patented "gadget" which splits the loaf in half. The two halves are

then fed through this arrangement to the wrapper. A Columbia designed attachment to the wrapping machine takes the half loaves as delivered from the slicer, wraps them in halves and keeps them uniformly in pairs until they are fed into the main wrapping part of the machine which puts on the trade-marked over-wrapper. With this last operation, the bread is ready for the market and for the thrifty housewife who wants fresh bread always on hand, but not as the result of having to throw away stale slices from an ordinary loaf of bread.

Columbia Baking Co. ran test campaigns; its agency employed Ross Federal (Continued on page 238)

Credit: Waxed wrappers, Southern Waxed Paper Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Pellar Pie Co.

The Pellar Pie Co. wanted to offer consumers a completely sealed, sanitary pie package with eye and appetite appeal that would be representative of the high quality of the pie itself. Since the company produced in great quantity, manual wrapping was too slow a process to be considered and not likely to be as sanitary as automatic wrapping.

The company, therefore, evolved a container to hold a pie on a regular paper plate and a method for wrapping the entire carton in cellophane. The whole process is carried out automatically. A machine assembles the pies in the cartons and wraps them in cellophane, ready for the consumer, at the rate of 72 pies a minute. Twenty-two varieties in four, six, seven and eight inch pies are packaged. Each variety is packed in a different color combination of printed cellophane to indicate the contents—red for cherry, blue for blueberry, green for apple, etc. In addition, each wrap is printed with the name of the kind of pie. The white lace border which appears around the edge of the wrap enhances the general attractiveness of the package.

The company increased its package material cost over its original hand-wrapped package material cost, but the added beauty of the printed cellophane wrap on the carton, plus the ease and economies of machine wrapping, has increased the company's volume of sales 40 per cent. There has also been a decrease of 20 per cent in return of stale pies, the particular bane of the bakery business, the company states.

Placed in the sturdy carton and sealed with the transparent wrap, the pies go from bakery to shop or into the homes of consumers, in a completely sanitary state and free from crushing. Pies are thus protected, retain their flavor and freshness and juicy fillings are prevented from leaking out.

Quick identification of brand and contents when the packages are stacked is afforded by the labels which are printed on the sides of the cartons.

Credit: Printed cellophane wrap, The Dobeckmun Co. Paper tray and plate, Sutherland Paper Co. Wrapping machine, Johnson Automatic Sealer Co., Ltd. Cellophane, E. I. du Pont de Nemours & Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

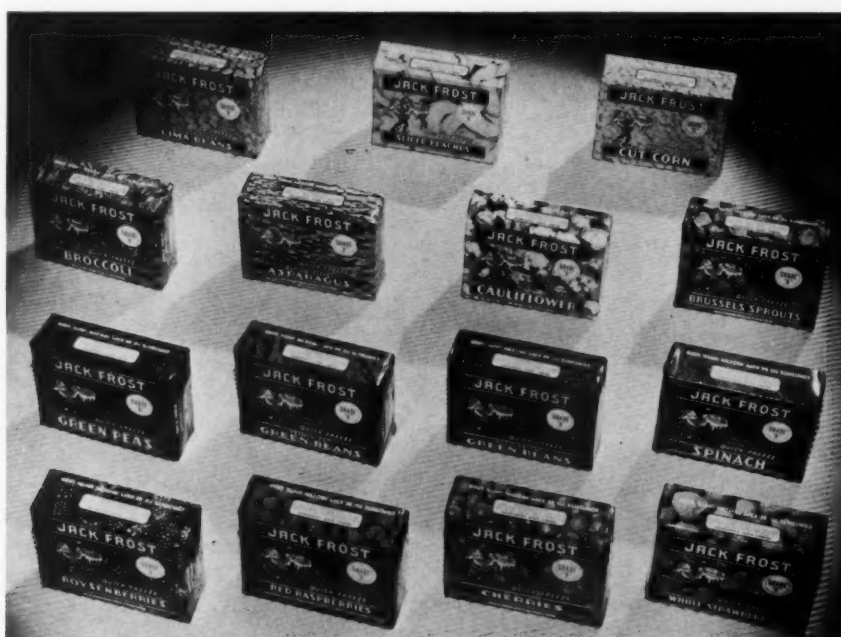
To Cascade Frozen Foods, Inc.

The market for frozen foods has grown steadily from year to year, but the number of producers of frozen foods has remained relatively small. The public has accepted these foods enthusiastically for the most part, but familiarity with brand names has been limited. Cascade Frozen Foods, Inc., was confronted with a major marketing problem in introducing its products. It had to take a comparatively unknown company in the frozen food industry and to create interest in their branded line of Jack Frost frozen food packages. It had to stimulate the interest not only of the broker and the distributor, but also that of the retail clerk and the consumer.

The advertising appropriation did not permit elaborate national advertising campaigns and it was realized that to compete successfully in a tight and highly competitive market, three essential principles must be followed: The quality of the food should be of the best. That quality should remain constant, one upon which the consumer could always depend. The products should be merchandised in as ingenious and original ways as possible.

The company began with the wrapper for the food carton. The (Continued on page 272)

Credit: Printed cellophane wraps, Milprint, Inc. Carton shells, Fibreboard Producers, Inc. Wrapping machine, Hayssen Mfg. Co. Cellophane, E. I. du Pont de Nemours & Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Atlantic Coast Fisheries Co.

A fish, fresh from the sea, into a frying pan or broiler and then to the table! It's a taste sensation never to be forgotten. To seal that sea-fresh flavor in a package and to keep it there through the long channels of distribution is one of the principal aims of America's fisheries. Every year sees new development toward the achievement of these aims. Among the greatest are the achievements of the frozen food industry. In 1941, the first vacuum package ever used in frozen fish production, was adopted by The Atlantic Coast Fisheries Co. for the packaging of their "Nordic" wrapped, "Nordic" layer frozen fish fillets and for their "Atco" frozen scallops.

The process for all these packages involves the use of "Cry-O-Vac" bags from which air is exhausted by means of a vacuum pump. The method differs, however, in the case of the fillets from that used for scallops.

For the "Nordic" wrapped fillets, the fish is first individually wrapped in moisture-proof cellophane to provide immediate protection before the fillets are quick-frozen, and then are placed in the "Cry-O-Vac" bags. After the air is exhausted, the bags are permanently sealed by a special heat sealing method and given a quick emersion in tepid water to smooth out the wrinkles in the bag. The finished product is then put into corrugated containers ready for storage. Each of these units contains, within its corrugated box, two separate five-pound units, separately (Continued on page 250)

Credit: "Cry-O-Vac" bags by Dewey & Almy Chemical Co. Cartons and "Cry-O-Pak" by Container Corp. of America. Cellophane by E. I. du Pont de Nemours & Co., Inc. Labels and tape by Nashua Package Sealing Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Loudon Packing Co.

The attractive new "tell-all" label on V-8, the popular, nationally advertised product of the Loudon Packing Co., has received favorable comment from retailers all over the country; particularly from self-service store operators who find that the label does a swell selling job wherever it can be seen. It was the rapidly expanding, self-service merchandising methods which contributed largely to the decision to put a new label on an already familiar and widely known package. In designing V-8's new label, however, the requirements of clerk-serviced stores were not only met but definitely benefited.

V-8 is made from the natural juices of fresh vegetables into an undiluted, unsweetened and barely seasoned beverage. In order that the vitamins inherent in the vegetables together with valuable mineral salts (calcium and iron) will not be lost in cooking, the juices are pasteurized. The distinctive flavor of V-8 is obtained by proportioning the juices of celery, tomatoes, lettuce, beets, spinach, parsley, carrots and watercress. Since V-8 is, in the last analysis, just the juices of crisp, fresh vegetables, the vegetables themselves, in appetizing groupings, have been chosen for V-8's advertising motif and are reproduced on the new label in full color overlaid with a panel bearing in bold characters the name of the product. As the same treatment appears in V-8's national advertising the label not only stops the eye and invites attention, but couples the product with advertising—makes the memory click.

There is much more to the new label than that, however. In the words of one merchandiser, "It stops 'em, tells 'em and sells 'em!" When a prospective customer picks up a can of V-8 she finds on the side of the label the size of the can in ounces, a definition of the product, a list of all the ingredients and the (Continued on page 240)

Credits: Label by Muirson Label Co., Inc. Can by American Can Co. Shipping containers, Wabash Fibre Box Co. Design for package by Roy Jon Sandberg, Art Director, Western Advertising Agency, in cooperation with Stewart Rose, Jr., Loudon Packing Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Medomak Canning Co.

The serving and eating of whole lobsters conjure up for the average American visions of fishermen's lobster pots and seashore dining or sea food restaurants with lobsters slithering about in ice-filled windows. To come upon a whole lobster, shell and all in a can, is to come upon the totally unexpected. But that is what the Medomak Canning Co. of Rockland, Maine, did. The company put a whole boiled lobster into a can and vacuum sealed it. It was realized that the product had numerous possibilities for marketing, but because consumers were unprepared for buying it in cans, it was essential to have a label that would tell the whole story at a glance.

The only familiarity consumers had with canned lobster were the flat tins filled with small pieces of the shell fish. The fact that the Maine-Maid can contained one whole lobster had to be driven across to the customer. To do this an eye-catching picture was used. No attempt was made to make the illustration emphasize appetite appeal. Color and shape are stressed in order to attract attention and focus it on the picture of the contents. Copy is so worded and used that it supplements the illustration, stands out from the background and affords a definitely decorative quality.

Most labels today give product uses and it was of particular importance that recipes should be printed on the label of this food. Many who know numerous methods of preparing and serving shredded lobster are unacquainted with recipes for making appetizing dishes from whole lobster or serving it in the best manner. The label, therefore, affords recipes telling how to use the lobster in the most simple and satisfactory ways. The suggestions are those the average housewife will find suitable in preparing a family meal. In the past, lobster has been thought to be too troublesome to prepare to have as wide acceptance as other shell fish which necessitated no additional effort for preparation on the part of the home cook.

The Maine-Maid can of lobster with its label giving information about the product and its uses, makes available to the consumer a fine addition to the everyday menu.

Credit: Label by Muirson Label Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

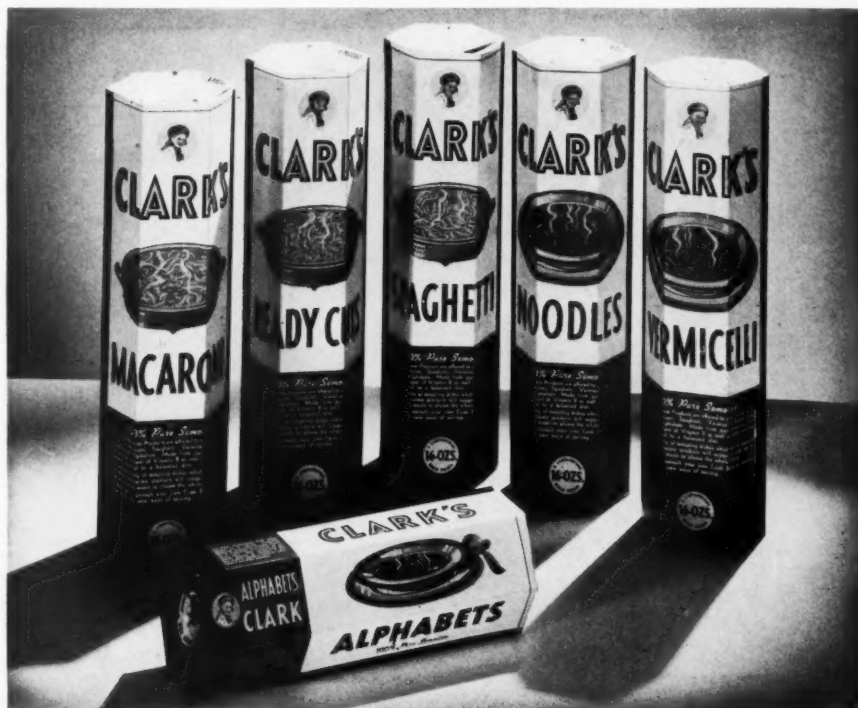
To W. Clark, Limited

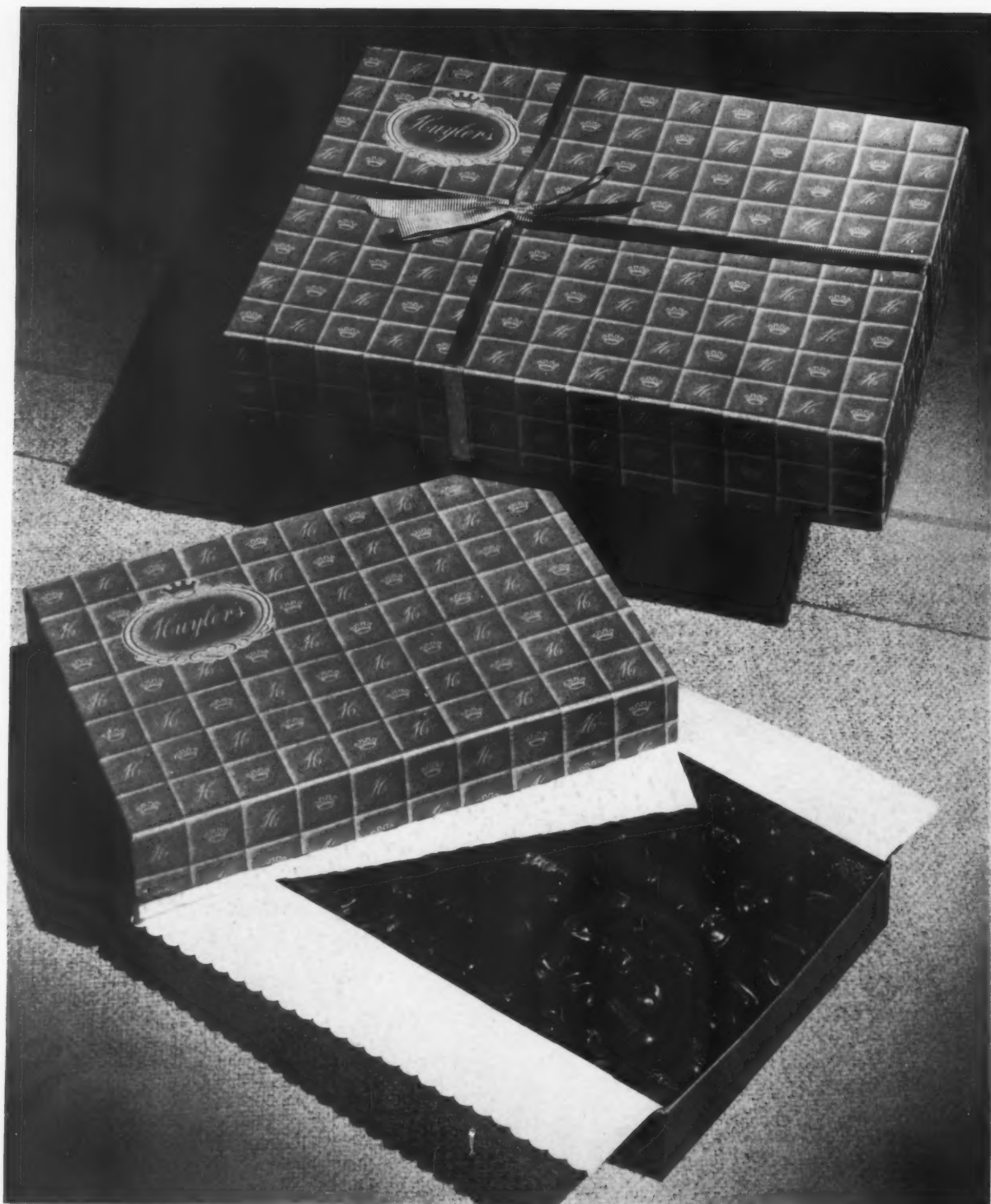
Many discriminating people read the current best seller and when asked for their opinion of it say, "Darned good idea. There was a fine story there, but the author left his book full of loose ends." That's what discriminating merchandisers and manufacturers think about a great deal of designing and redesigning of lines of packaged goods—there are too many loose ends. The package design, the distribution, the merchandising and the promotion somehow never seem to tie in together to make a clean-cut, logical packaging story.

Because there are these instances of muddled attempts at good packaging, the thought behind the designing of the packages for Clark's macaroni products and the careful way in which their merchandising was planned right through to the very end, stand out as a brilliant example of fine packaging executed with complete awareness of production and marketing conditions.

The company began its work by studying the findings of a consumer research. According to these findings, one of the principal objections to existing macaroni packing was the closure problem. Housewives found that in a good many cases their spaghetti and macaroni packages were difficult to reclose because of the tabs becoming torn. In the majority of cases a 16-oz. package was used to prepare at least two or three meals for the average family. This meant packages had to have closures that could be opened and closed easily. When the loose-wrap variety (*Continued on page 252*)

Credit: Cartons designed and produced by Standard Paper Box, Limited.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Huyler's, Inc.

In the seventies one John C. Huyler started a business with a recipe for molasses candy. Later his firm was one of the first to install soda fountains and in the nineties began serving sandwiches and light luncheons, which was the foundation of Huyler's restaurant business.

In the history of every business which has survived the test of years, booms and depressions, there is an endless story of adaptation to changing trends. About a year ago, Huyler's present management embarked on another milestone of merchandising—a modernization program in its regular stores, all of which have restaurant facilities. Another part of this program is based on two premises in line with present trends: (1) that candy sells better without the distractions of soda fountains and restaurants on the same premises, and (2) that candy consumption increases in wartime.

The result of this reasoning is the new candy store in Hempstead, L. I., illustrated on these pages and the first of what may be more than 200 similar Huyler units throughout the country. This store is a striking example of a unified merchandising plan in which packages, store architecture, interior and exterior, even uniforms of the sales people are coordinated as an integral part of the company's promotional program. It is also one of the first instances of expansion designed consciously with an eye to wartime economy.

The front of the store is framed by a projecting surface, faced with blue terra cotta tiles. On each of the tiles, alternately, is a crown and a script letter H, the identifying Huyler trade mark. A reproduction of this crown and letter H is also the basic all-over design on all of the store's new candy boxes and wrappings. Inasmuch as the expansion program is planned in face of wartime shortage of (*Continued on page 244*)

Credit: Package design and architecture by Raymond Loewy. Boxes by Foster & Cross, Inc. Box wrap by Lutz & Sheinkman, Inc. Ribbon by Chicago Printed String Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To E. C. Harvey & Sons

E. C. Harvey & Sons, manufacturers of Harvey's Gum, have the distinction of being the only chewing gum manufacturers in an area which comprises about two-thirds of the United States. The gum is made in a small but modern factory equipped with the finest in high-speed, automatic machinery. The product is distributed from the Harvey plant in San Francisco, Calif., to all parts of the country.

Eleven flavors of gum are made. Before the present redesigning and repackaging were accomplished, the gum was wrapped in foil. Today, the new package meets the problem of eliminating the use of metal foil entirely and thus the company fulfills its responsibility in the conservation of essential materials needed for the war effort. At the same time, the repackaging has been extraordinarily colorful and imaginative.

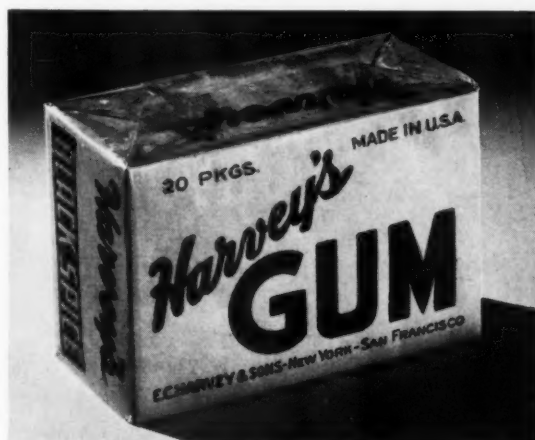
Each stick of gum is wrapped in waxed paper. Then, a printed wrap-around label is applied to each stick over the waxed paper. Five sticks of gum of the same flavor are stacked together to form a package, which is wrapped in vividly colored printed cellophane. The use of metal foil has been eliminated by this cleverly designed cellophane wrap. The colored design runs down the center panel of the wrap, but the part which folds over at the ends of the package is printed in aluminum ink. In this way the appearance of foil is simulated very successfully. If, in the future, the company finds there is curtailment in the use of aluminum inks for such printing, the ends of the wrap can be printed in gray ink with equally satisfactory results.

The wide variety of flavors are given exciting and interesting names and each wrap serves to accent the sales appeal of the name with sharp and tantalizing original color schemes. The Black Spice flavor is sold in a black wrap with the name of the flavor in warm yellow and red lettering. Honolulu Fruit has a golden yellow wrap with the flavor name printed in bright yellow and terra cotta. The wrap for the Coffee flavor is the color of freshly roasted coffee with the name in yellow and red. Cellophane tape on the ends of the package serves as an opening device.

The packages of gum are packed in a handy display carton which carries out the general color scheme of the wrap. These cartons are used on the counters of drug and cigar stores as dispensers.

All the wrapping of the gum in the Harvey plant is done automatically by gum wrapping machines. One machine handles the entire gum package wrapping operation, including wrapping each stick in waxed paper, pasting a label around each stick, stacking five sticks and wrapping the five in paper, attaching the opening tape and, finally, wrapping the printed cellophane around the entire package. These many operations are done at the speed of 100 finished packages a minute. After the packages of gum have been packed in cartons, a special wax paper wrapping machine seals each carton of gum with a waxed paper wrap.

Credit: Printed cellophane wraps, Shellmar Products Co., The Dobeckman Co., Milprint, Inc., from material by E. I. du Pont de Nemours & Co., Inc. Display cartons, Paper Box Corp., Bay Cities Paper Box Co. Cellophane opening tape, The Dobeckman Co. and Sylvania Industrial Corp. Waxed paper, Nashua Gummed & Coated Paper Co., Kalamazoo Vegetable Parchment Co., Western Waxed Paper Co. Gum wrapping machine, Package Machinery Co. Waxed paper wrapping machine, Hayssen Mfg. Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To C. B. Thomes

Back of the Master Blend American Cheese Spread in its smart, original containers with their amusing sketch of a cocky French chef is a story as American as Plymouth Rock. It is the story of a company which began to pioneer about a year ago with a new product and a new package. Not only is it an account of modern American pioneering, but it is also typically American in that it is a success story. C. B. Thomes produced a very high grade of cheese spread. He wanted to devise a package that would retail at ten cents. No stock packages were available, so he had to set about designing a container. When a suitable carton for the spread had been developed, it was discovered that there were no machines available which would make the carton according to the model. But this difficulty was just another hurdle to leap and Mr. Thomes and his associates took it in their stride.

First, they made the punch press dies for the carton and devised a means of forming it on standard machinery. The printed sheets of carton board are put in the dies, which are heated to a predetermined temperature. Bringing the dies together forms the carton shell.

Next, the inner package is made. The cheese spread is flowed hot into a mold which is equipped with a hold-down ring to form the circle of rubber hydrochloride sheeting. The flange is held at right angle and when the correct weight of cheese is spread is flowed in by volumetric pump, the top circle is put on and heat-sealed to the flanged bottom circle. When the top and bottom circles are completely sealed, the package is placed in the 6-sided flat carton, ready to be packed for shipment.

All the equipment used in the packaging of the cheese spread, except the punch presses, was built by C. B. Thomes and his associates. The circular package of rubber hydrochloride sheeting is thought to be one of the first ever made. Circular packages are common enough when made from tin-foil, because when this material is flanged, it remains so. On the other hand, rubber hydro- (Continued on page 240)

Credit: Rubber hydrochloride sheeting (Pliofilm), The Goodyear Tire & Rubber Co. Cellophane outer wrap, E. I. du Pont de Nemours & Co., Inc. Printed box blanks, Kaplan Paper Box Co. Art work and design, Olga Lindquist





ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Cudahy Packing Co.

These are days when definite laboratory proof must take the guess work out of packaging. When the Cudahy Packing Co. decided to pack their meat loaves and cooked hams in transparent rubber hydrochloride casings, many months of experiment were undertaken before the company adopted this efficient material for 100 per cent of their loaf and cooked ham items in plants at Omaha, Kansas City, Wichita, Sioux City, St. Paul and Denver.

Laboratory tests were begun in January 1941 in the company's Omaha plant. Rubber derivative sheeting was selected first for its attractive appearance, which not only gives visibility to the product, but offers a medium for multi-color, close-register printing that can be applied for identification and decoration to sides, top and bottom of the package.

Test meat loaves were selected, dipped in a gelatin solution used generally for dipping this type of meat loaf, stuffed into the test casings, one lot in Pliofilm Mil-O-Seal, one lot in cellulose, and stored in a refrigerator at 38 to 40 degrees F. for one week, at which time one loaf from each lot would be removed and inspections made. The loaves removed from the ice-box were then left at room temperature for further tests and observations. This process of removing meat loaves weekly and inspecting was continued until the fourth week, at which time all the loaves were taken from the ice-box. Observations were made on the meat loaves each week for general appearance, "feel" of the loaf for changes in firmness, or sliminess, for odor and taste, for moisture loss, for bacterial examination.

After 21 days in a refrigerator at 38 to 40 degrees F., the meat loaves in casings of rubber hydrochloride appeared to have retained their original appearance, their original softness and resilient feel, their original taste and odor, original moisture content, and showed evidence of a lower bacterial count on the outer surface of the meat loaf. The meat loaves in the control packages of another artificial casing during 21 days of refrigeration at 38-40 degrees had changed in the following respects: general appearance had changed from a light pink to a red color. The smoothness of the package had changed to an uneven appearance with an observable deposit on the bottom of the meat loaf. The original soft feel had changed to hardness. Odor had become slightly sour and taste was affected by dryness of the surface layer. A loss of 15.6 per cent of the original moisture content was recorded. There was evidence of higher bacterial count and some mold growth on the surface.

Based on the results of these tests, the meat loaves now packaged by Cudahy in the rubber hydrochloride casing show no shrinkage whatever in the normal course of packing and distribution channels. Translated into dollars and cents, this means a saving of from 5 to 10 cents per loaf, because of the moisture-proof qualities of new material in stopping shrinkage due to moisture evaporation. This means a real profit, since all shrinkage occurring from the time of manufacture to time of shipment is borne by the packer.

Products packaged in the new casings keep their original color (*Continued on page 240*)

Credit: Rubber hydrochloride sheeting (Plioilm) by The Goodyear Tire & Rubber Co.
Printing and process by Milprint, Inc.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Kingan & Co.

The cart came before the horse for the Kingan & Co. Tasti-Square meat package. This company was so impressed by the convenience, appearance and protective features of the popular process cheese packages, which are wrapped in transparent rubber hydrochloride sheeting and inserted into a carton, that they set themselves to the task of developing a similar package for meat products. They didn't follow the customary sequence in the meat packing business of making a package to fit the usually odd shapes of the the product.

That is how this uniform, square-cornered, two- and five-pound meat-loaf came to be. Because the transparent protective film is air- and moisture-proof, impervious to normal boiling temperatures and possesses considerable tensile strength, it is possible to cook the meat in the package. These meat loaves are filled into their transparent casings by machine from a nozzle stuffer. Ends or ears of the casing are then heat-sealed. The completely hermetically sealed packages are then cooked and placed in cartons.

Since the filling and heat-sealing are done automatically, the entire operation is completed without any possibility of contamination through human handling. Flavor and full food strength are sealed in, since the moisture-proof casing prevents the loss of flavors, juices, vitamins and chemical contents during and after the cooking procedure. There is no shrinkage either during or after processing. There is no moisture loss or other evaporation.

The transparent casing gives appetite appeal and visibility to the product. Color printing on the transparent sheeting adds attractive product identification, and the cardboard outer container facilitates

handling. The cartons are shipped in a fibre-board shipping container. The Tasti-Squares are prepared in four varieties: pure pork, a salami type, pimento and pistachio nut loaf, and a meat, macaroni and cheese mixture.

Credit: Rubber hydrochloride film (Pliofilm) by The Goodyear Tire & Rubber Co. Casing by Neostyle, Inc. Printing, P. P. Kellogg Div., U. S. Envelope Co. Boxes by The Ohio Boxboard Co. Designed by Elmer L. Cline.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Wilson & Co., Inc.

Housewives have long complained that the conventional sliced bacon lost much of its flavor when compared with the old-fashioned slab bacon. They would often ask their own butchers to leave the rind on when purchasing their breakfast bacon so that the rind could give its flavor to the meat in the cooking.

Wilson & Co. realized this. The company also realized that conventional sliced bacon packages were unsatisfactory in many ways. They were messy, greasy, not easily re-usable, contents could not be removed easily and packages were hard to store in refrigerators. The butcher or grocer seldom displayed them because it was impractical to do so. They had no rigidity. Conventional packages also required re-wrapping by dealers for consumer use.

With these many disadvantages ranged against the usual packages for bacon, the company worked towards a new package which would overcome the defects of the old. First to be developed and built by Wilson's was a new slicing machine for the slicing of bacon to the rind, but not through it. The bacon was thus retained in slab form and it kept all its original flavor because the rind sealed it in. Slices could be separated quickly from the rind by the consumer.

The bacon is placed in a carton with a slide lid and a clear acetate window for visibility of contents. The carton is compact, requires but a minimum of space for storage or in the display case, and is ideal for convenient removal of the product and the replacement of the unused portions. It may also be easily opened for inspection of contents and reclosed. In order to close the package, the bottom portion is simply slid into a cardboard sleeve. Full protection of the product is given at all times, and it is not necessary for the dealer to rewrap the package for delivery. Because of sturdy construction, it can withstand rough handling without damage to contents.

The carton makes a thoroughly satisfactory container for storage of bacon in the home refrigerator since it takes up little room and supplies the need for an adequate covering for a meat product which must be kept under refrigeration.

Credit: Carton, Sutherland Paper Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Roma Wine Co., Inc.

In the belief that the simplification of wine types is the only means by which the general public can be induced to increase wine consumption without attempting a long and tedious general consumer educational program, the Roma Wine Co. introduced their new "Aroma de California" line of red and white wines.

It is a matter of general knowledge that the average wine buyer is reluctant to reveal his unfamiliarity with the innumerable wine types available and their various distinctions. The average customer who is not certain of his judgment about choosing wines is confused by the aggregation of odd-sized and odd-shaped bottles, the bewildering variety of brands and labels and the traditionally ancient type of packaging to which producers of wine are wont to cling. In simplifying its wine types, the Roma company adjusted its line and its packaging to the vast portion of the consuming public and thus boosted the general consumption of packaged domestic wines.

The bottles for the entire "Aroma de California" line are blown of a special light green glass. These bottles have a capacity of $25\frac{2}{3}$ oz., the standard "fifth" bottle of the wine and liquor trade. This standardization not only affords the company considerable savings in bottle inventories, but it also conforms with the standardization program being urged by the government. All of the bottles are of round tapered shape with the neck pinching in at the top to provide for the screw-cap finish. The tapered body will easily fit a woman's hand and the neck contours were designed to eliminate gurgling and splashing when the wine is being poured.

The label is unique, attractive and practical. Each bottle requires two labels, although they appear as one. The elongated oval front label is separate and is applied over the die-cut back-and-side label which is first applied three-quarters of the way around the bottle. The oval label completes the circle. The

entire "Aroma" line bears the same type of label, except for the necessary descriptive text identifying the four different types of wine and the necessary difference in color combination which makes each package distinctive in appearance.

Further enhancing the colorful appearance of the package are special seals, printed (Continued on page 256)

Credit: Bottles and shipping cartons, Owens-Illinois Pacific Coast Co. Caps and inner seals, Ferdinand Gutmann & Co. Neck bands, John T. Raivin Co. Labels, Schwabacher-Frey Stationery Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Fleischmann Distilling Corp.

The new Fleischmann's Distilled Dry Gin bottle has several features that are of interest not only to the liquor industry, but also to all bottlers. The prize-winning bottle is not only made of a lighter weight glass, but the same size label can be used on quarts, fifths and pints. This recent step happens to be in line with the Federal Government's program for the conservation for paper and other materials of industry.

Fleischmann's Gin has been familiar to the trade and the consuming public since 1870. Its distinctive yellow label is well known and quickly recognized wherever gin is sold. The recently designed bottle, while retaining the same general appearance as the older type of bottle, is lighter in weight, more attractive in appearance, and is said to be capable of higher speed production.

The front and back of the new bottles are curved instead of flat as they used to be in the fifth and pint sizes and a lighter weight of glass is used in their construction. This new shape is said to make for greater efficiency in handling and to add to its display value in window or store. The label, which previously covered the entire front of the bottle, has been reduced in size to fit the panel (*Continued on page 258*)

Credit: Bottle and label design, Georges Wilmer. Bottles, Anchor Hocking Glass Corp., Diamond Glass Co. Labels, Columbia Lithographic Co., Inc., Closures, Phoenix Metal Cap Co., Armstrong Cork Co. Viscose secondary seals, E. I. du Pont de Nemours & Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Petri Wine Co.

Until the last few years, the serving of wine had not gained any wide popularity in America. Those who drank and enjoyed wine were confined to the few and most of the bottled wines which were drunk were imported. Grape, elderberry, dandelion wines were made in the home from recipes handed down from one generation to another. Wine making was rather an old-fashioned industry like fall canning and preserving—strictly for home consumption.

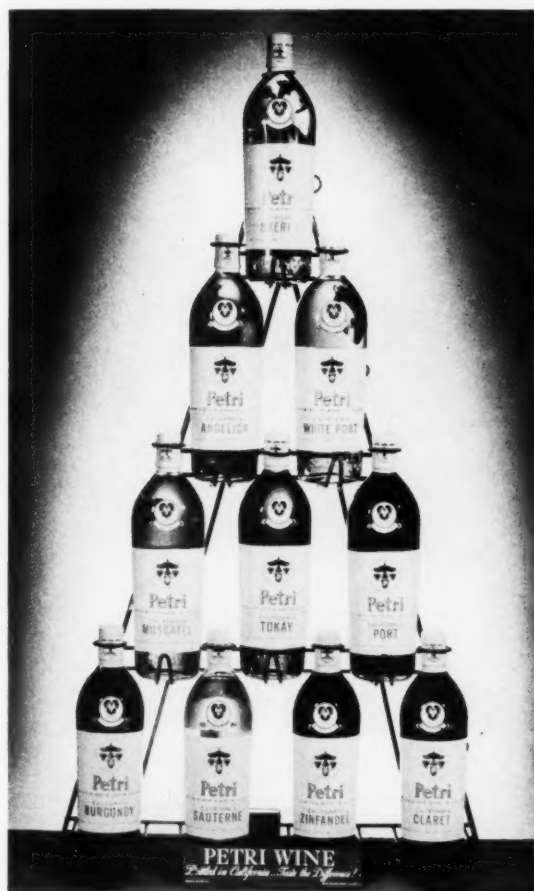
But the varied soil of America and its many sections of fine lands grow grapes as luscious and juicy as those of any country. Wine making has gradually become an industry in its own right. And vintners like the Petri Wine Co. have done much to advance not only the growth of the industry, but also to help to educate Americans in the gracious enjoyment of serving and drinking American-made wines.

The company developed its present packages in order to sell them to the great majority of people who were unfamiliar with wines. Traditional bottle forms and label styles were surrendered in favor of concepts calculated to get instant, positive attention where competition among packages was acute. The basic bottle design was created and the various capacities were all made according to this pattern. The Vintage bottle has a bright label, high focal power, clean decisive identity and maximum readability. The bottle is oval, adaptable to feminine hands, and permits maximum display surface. Gravity helps to secure these tapered bottles in the hand. Wrap-around labels afford identification of the bottle from all angles and allow for descriptive copy of the product. The Vintage seal adds character to the container.

The small bottles are cylindrical because the oval is not operable except in the larger, heavier bottles. There are also certain requirements to which the shape of these smaller bottles must conform. The half gallons, however, carry through the relationship as nearly as economy of production and handling in the winery will permit. All the bottles have screw caps for user convenience and seals for giving protection and visual finish to the package. When the Petri company introduced its vermouth into a crowded, competitive market, it used a display unit illustrated

with a gay, wire cartoon figure. The pilfer-proof construction of the unit induced dealers to put the product on counters where it attracted immediate attention. Its design does not hide merchandise behind it, which assured use of the display in mass merchandise window arrangements. Its startling effect against mirrors also made it popular on backbars. The employment (*Continued on page 274*)

Credit: Designer of line, Joseph Sinel. Bottles and caps, Hazel-Atlas Glass Co. Labels, Carton Label and Lithograph Co. Viscose secondary closures, E. I. du Pont de Nemours & Co., Inc. Wire displays designed by James J. Jacobson of Erwin Wasey & Co., Inc. Displays made by Manhattan Wire Goods Co. and O. Austin Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Sharp & Dohme, Inc.

Prescription departments in modern drug stores have been taken out of back-room hiding. White-coated pharmacists now mix drugs in gleaming front-store laboratories where customers may see them through glass partitions. This change in drug merchandising not only calls for more attractive appearance of bottles on the pharmacist's shelves, but also for efficient use of space on those shelves.

Sharp & Dohme's new Spasaver bottle was designed with such requirements in mind. First consideration was conservation of shelf space. The container formerly used by this company was a cylindrical pint bottle which measured $2\frac{7}{8}$ inches in diameter. The new Spasaver pint bottle is 2 inches wide and only slightly taller ($\frac{3}{4}$ of an inch) than the old bottle. The Spasaver bottle is flat on both sides; the front panel is curved and the back panel is flat. Thus the new bottles fit neatly and firmly into the shelf space like books, and present an attractive, uniform row of curved surfaces along the front of the shelf.

The Spasaver bottle is easy and comfortable to hold and is provided with the "pour-out" finish which prevents dripping. A sturdy plastic cap covers the entire lip and threads of the bottle, assuring a clean-pouring surface (*Continued on page 258*)

Credit: Bottles and closures, Armstrong Cork Co. Viscose bands by E. I. du Pont de Nemours & Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Sharp & Dohme, Inc.

"Lyovac" Normal Human Plasma represents a revolutionary advance in the preservation of biologic materials; it is also a sign of the times. Here is human blood plasma, in packages, to combat shock and fatal circulatory collapse among the countless victims of violence anywhere and everywhere in the world. Here is precious, perishable, life-saving material, dried and made stable by the unique process of Sharp & Dohme.

Necessity demanded a stable, portable plasma preparation which would not require refrigeration and could be transported and administered under the most adverse circumstances. The "Lyovac" package unit illustrated on the opposite page meets these specifications. Each outfit provides a rubber-stoppered, flame-sealed glass vial of thoroughly dehydrated human blood plasma, together with a bottle containing sufficient sterile, distilled water to make 250 cc. of liquid plasma when added to the dried material. The unit includes a double-pointed needle and air filter necessary for restoring the desiccated plasma to liquid form.

This unique processing, based on research by the Sharp & Dohme Laboratories for over twelve years, preserves human blood plasma (and other unstable biologic materials as well) by means of quick freezing, with dehydration and storage under high vacuum. Blood is collected from healthy donors under conditions approved by the National Institute of Health. Because of the scientific nature of the process, the description provided by Sharp & Dohme is quoted herewith:

"Immediately after bleeding, the blood is centrifuged in the original containers at a temperature of 2 to 4 degrees C. for the purpose of separating the plasma

from the cellular elements. The plasma from fifty bleedings is then pooled.

"The pooling of a large number of bleedings is carried out in order to obviate the necessity of classifying the plasma with respect to the blood group of the recipient before use. Typing is unnecessary because of two facts: (1) the agglutinin titer of the pooled plasma is extremely low, and (2) no erythrocytes are present which might be agglutinated by the potentially incompatible serum of the recipient. . . .

"After pooling and after passing safety and sterility tests, 250 cc. of plasma, representing approximately 500 cc. of whole blood, are filled into individual containers. A sterile cotton-plugged tube is then applied over the mouth of the container to maintain sterility until ready for the next step of the process. The container is of special design and made of a quality glass which will withstand the rapid freezing and high vacuum to which it will be subjected.

"The conversion of the liquid plasma to the frozen state is carried out at a temperature far below the freezing point by immersing the container in a mixture consisting of dry ice in a suitable low freezing solvent. By inclining the container away from the vertical position and rotating it, the material to be frozen forms a layer on the inside wall of the container; this procedure is referred to as 'shelling.' A large surface of the frozen material is thus exposed, which facilitates subsequent removal of water vapor when subjected to high vacuum.

"Rapid freezing is highly important, for the lyophile process aims at conversion of the substance with the least molecular rearrangement and at 'fixing' of the original colloidal system.

"The 'Vacule' ampoule-vial (*Continued on page 262*)

Credit: Glass containers, Kimble Glass Co. Fibre cans, The Cleveland Container Corp. Boxes, National Metal Edge Box Co. and Walter P. Miller Co., Inc. Cellulose wadding, Kimberly-Clark Corp. Rubber hydrochloride sheeting (Pliofilm), The Goodyear Tire & Rubber Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Sears, Roebuck and Co.

Simplification and standardization are usually regarded by manufacturers essentially as economy measures. Few think of these qualities as those which form the basis for original and creative package design. But this latter viewpoint was the one taken by Sears, Roebuck and Co. when they began the re-designing and re-packaging of their entire line of drugs. They made a survey of their old packages and found that some of them had too much color, others too little, the copy often appeared jumbled and when the line was assembled, it represented a rather undistinguished group. Unification was certainly the most obvious need and, next to that, a simple but colorful design that would give a distinctive character to the whole line.

The first thing the company did was to divide the line into three groups or classifications. Then each classification was given a special color scheme with the one color, blue, appearing in each scheme, and no more than three colors being used in any one scheme. This eliminated the great unrelated variety of colors used on the old packages. Formerly, the line had used 28 colors on the different bottles, boxes, cartons and packets. This represented a great extravagance of color. For the new package, only three colors were selected and the different classifications of drugs are distinguished in the following manner: Group 1, which represents the simple household drugs, such as boric acid, witch hazel, epsom salts, (Continued on page 272)

Credit: Line designed by Miss O. M. Williams, Art Director; W. Stark and H. M. Foelschow of Sears, Roebuck and Co. Bottles and caps, Owens-Illinois Glass Co. Viscose secondary seals, Celon Co. Blue bottles, Maryland Glass Corp. Vitamin packages, cartons, boxes and labels, Eastern Box Co. Boxboard, Lowe Paper Co. Ointments, tablets and eye lotion: cartons, Eastern Box Co.; labels, Fuller Box and Label Co. and Eastern Box Co. Collapsible tubes, Victor Metal Products Corp. Surgical boxes, Ace Carton Corp. Fibre cans, Cambridge Tube and Box Co. Cellophane, E. I. du Pont de Nemours & Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Milkmaid, Inc.

Down through the ages, women have considered milk good for the complexion and used it frequently as a cleansing medium. But it was not until recently that a process was perfected which would preserve milk in a beauty preparation that would remain fresh in jars over long periods of time.

A little over a year ago, Milkmaid, Inc., brought out its Cleansing Milk, a preparation of which 80 per cent was fresh pasteurized milk. The product itself furnished the inspiration for the design of the first jars—simulated milk pails. As a companion piece, the company introduced an emollient emulsion for dry skins and put it up in a tall container that recalls the large milk cans in which farmers deliver milk to the various distributors. The success of these two cosmetics was immediate and the company began to develop other items for the line. A rouge, lipstick, face powder, purse kit, compact, bath accessories and a combination unit in a white milk pail were added. Reaction to the line, which was completed in October, has been favorable throughout the country and Milkmaid, Inc., is already contemplating increasing the line by four or five products.

In designing its containers, Milkmaid wanted to have a package that would portray the fresh, pastoral atmosphere that should surround a product whose basic ingredient was milk. It was felt that a container should not be realistically dairy-like, but rather that it should be a simple interpretation of cleanliness and wholesomeness. Jars of milky glass were chosen and on these were used white plastic closures. Sprigs of rosebuds and forget-me-nots make up the decorative motif. These are anigraphed in four natural colors directly on the jars. Bands of blue around the jars set off the floral design.

A round closure is used on the cologne and the milk foam bath has a pail like a Flemish milk can. The rouge box of ivory-toned plastic has a single spray of forget-me-not in the center and the lipstick has the tiny flowers scattered casually over its white surface. The sift-proof box for face powder has an all-over pattern of the same flower imprinted on the rayon satin. The set-up box has a hinged lid with a white rayon inner pad, and is fastened down with a snap. The powder is in a separate shell with a window of cellophane which protects the powder until ready for use. A felt strip between the inner and outer walls of the box and an inner lid keep the powder from sifting. The box thus makes an excellent container to use when traveling.

Cartons and set-up boxes for the various containers are covered with paper which has all-over patterns of forget-me-nots. Those with tight wraps have a band of blue across the lid and a bow of blue ribbon in the center.

The line is frequently shown in department stores accompanied by the frisky and amusing Milkmaid cow made of rubber and the wire basket which simulates a bottle carrier used by milk companies.

Credit: Design, Dr. Josephine Von Miklos. Jars and bottles, Hazel-Arlas Glass Co. Decoration of glass, Anigraphic Process, Inc. Closures, Armstrong Cork Co. and Victor Metal Products Corp. Plastic rouge container, A. J. & K. Company. Lipstick container, Scovill Mfg. Co. Set-up boxes, Musto Bros. Co. Printed wrappers, Burger Printing Co. Compact, C. H. Bishop Co. Boxboard, Lowe Paper Co. Powder Box, F. N. Burt Co., Inc. Cartons, International Folding Paper Box Co., Inc.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Yardley & Co., Ltd.

The woman who carries Yardley's beauty kit on her travels has no need to go hunting through her purse or baggage for stray left-overs like nail files, scissors, face tissues and other odds and ends which never seem to have a definite place where they may be kept. The Yardley kit has a place for a woman's essential beauty preparations plus ample room for the many individual articles she may like to take with her on a trip or on a week-end away from home.

The present kit was made in order to replace a similar case that had been in the company's line for a number of years. In designing the new kit, the objective aimed for was a compact box that would hold not only necessary beauty aids, but also other articles which a woman might want at the same time she used her cosmetics. The company realized its objective in the design and arrangement of its latest beauty case. In a market filled with skillfully contrived beauty kits, the Yardley box stands out in a unique and distinctive way.

It is easily carried, because of its strong handle, efficient, and combines the best features of novelty and great practicability. The inside of the kit is completely fitted with cosmetics and each bottle and jar fits into its own compartment. There is no opportunity for the various items to jostle about and there (*Continued on page 244*)

Credit: Kit, Arrow Mfg. Co., Inc. Leatherette, Zapon-Keratol Div., Atlas Powder Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Old South Perfumers

From the days when Egyptian queens with tiny pots of paint and a brush drew black strokes above their brows and rouged their cheeks and the great ladies of Pompeii sat, surrounded with vials of oils and lotions, in their bright tiled apartments and painted their lips, cosmetics have had an aura of romance and glamour about them. The woman of today looks for something more than mere utility when she buys a jar of cold cream or a bottle of cologne. She wants the package to suggest to her an air of gracious living, the sparkle of youth, the exotic backdrop of the tropics.

The manufacturers of cosmetics and toiletries for women realize this and they have drawn upon many lands and from many periods of history in order to create exciting and interesting motifs for their packages. American producers of these products have designed containers about such varied motifs as the American Indian, the Mexican with his colorful *zarape*, early New England, the Pennsylvania Dutch, but it was not until Old South Perfumers had presented its Old South toiletries about a year ago that a company had drawn upon the South of ante-bellum days for inspiration for a complete line of women's cosmetics.

Considering the time appropriate for a greater development in the toiletries field for a line of products with a completely American background, this company found an ideal background in the romantic South of the days when (Continued on page 266)

Credit: Designed by Lucille Knoche. Bottles, Carr-Lowrey Glass Co., Owens-Illinois Glass Co., and Kimble Glass Co. Caps, Phoenix Metal Cap Co., Owens-Illinois Glass Co. Viscose secondary seals, Celon Co. Boxes, W. C. Ritchie & Co., Dennison Mfg. Co., Paper Package Co., A. Dorfman Co., Inc., Pictorial Paper Package Corp. Carton, F. N. Burt Co., Inc. Labels, Fleming-Potter Co., Inc., Reynolds Metals Co., John Dickinson Schneider, Edwards & Deutsch Lithographing Co., Stanley Mfg. Co., Palm, Fechteler & Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To John Hudson Moore, Inc.

John Hudson Moore, Inc., producer of Sportsman toiletries, had been a distributor of lotions for men for a number of years and wished to create something entirely new in the packaging of deluxe toiletries. The company also wanted a line of toiletries that would appeal to men through their special interests.

A survey was conducted of the recreational interests of men throughout the country. It was found that nearly 95 per cent of all men engage to some degree in such sports as hunting, fishing and boating. It was also discovered that men like to receive gifts directly or indirectly connected with their hobbies and that this factor influences friends and relatives in selecting gifts for men.

The design of the package was thus concentrated on an appeal to men through sporting subjects. Since boating, fishing and hunting were the sports in which the majority of men took an active interest, it was decided to design packages around these subjects and to make them as dramatic as possible. Paintings by well-known American artists were chosen for reproduction directly on the glass bottles. These paintings were submitted to a group of experts in the various sports who checked them for authenticity of detail and accuracy in presentation. Coloring of the wild duck and of the sailfish are as near the natural colors as can be reproduced by art. The sailboat is correct in every detail. Sportsmen are sticklers for accuracy in these things and a false note in subject or background would be quickly (*Continued on page 266*)

Credit: Bottles, Swindell Bros. Wood caps, Brill-Monfort Co., Inc. Plastic closure and liner, Mundet Cork Corp. Decoration of bottle, Creative Printmakers' Group. Set-up boxes, Imperial Paper Box Corp. Display, General Display Case Co. Outer paper wrap for set-up boxes, Louis Dejonge & Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To McKesson & Robbins, Inc.

The Tawn lotion bottle and the Tawn talc container are convincingly masculine. They are devoid of any fussiness and their design is restrained and straightforward. Tones of heather and the accurate representation of the texture of tweed on the containers appeal to men who like to buy their own toiletries and who use discriminating taste in their selection. To such men not only is the product itself of importance, but the quality of its packaging is a serious consideration. They are accustomed to purchasing articles of excellent quality, packaged in a manner which displays equally good taste.

These are the men McKesson & Robbins considered chiefly when designing the Tawn packages, consequently they concentrated on suggesting a feeling of quality in keeping with the excellence of the product. The shaving lotion bottle is made in a stock mold, but it has a distinctive foil label and a special cap, designed by McKesson and made according to the company's private mold. The closure has special convenience features—it is easy to grip and may be opened readily. The carton for the bottle has a tweedy texture which is effected by the lamination of box-paper to the carton stock. The Tawn talc package was designed to tie in with the Tawn lotion. A metal can is used which has background color lithographed on it. Against this background a strip label of textured box-paper and a foil label, which repeats the pattern of the one on the lotion bottle, are applied. A sliding, sifter device makes the talcum can convenient to use.

Credit: Bottle, Carr-Lowrey Glass Co. Cap, Owens-Illinois Glass Co. Label, Richard M. Krause, Inc. Carton, The Warner Bros. Co. Paper, C. R. Whiting Co., Inc. Talc can, Liberty Can Co. Designed by Robert G. Newbauer.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Dayton Rubber Mfg. Co.

The Dayton Rubber Mfg. Co. used to sell its V-belts in bulk. This made dealer stockrooms look like harness shops. Salesmen got tangled up in belts and customers couldn't see them until the belts were hauled out of back rooms. Inventories with such loose, tangled merchandise were a nightmare.

Six corrugated boxes have straightened out the whole situation and, besides that, represent a whole new idea in merchandising previously unpackaged goods in a streamlined manner comparable to the best methods of department store and chain store pre-packaging. The whole matter started when an executive of The Dayton Rubber Mfg. Co. decided that his company could sell more Dayton V-belts if they could present them in such a way that machinery and mill supply distributors would stock more of them and put them up front in their shops where customers could see them.

After a year of intensive investigating in the field, preliminary designs and plans were made and then submitted to a supplier for comments and suggestions. Back came the answer, "It's not only a swell idea, but it's practical and will prove profitable, and here is a practical package design that will make it so."

Soon after, Dayton V-belts were on the market in bright orange and black corrugated boxes. A whole promotional campaign was built around the boxes. In fact, the promotion booklet itself had a die-cut corrugated cover printed to duplicate the corrugated cartons. Essentially this pointed out the advantages to distributors as follows:

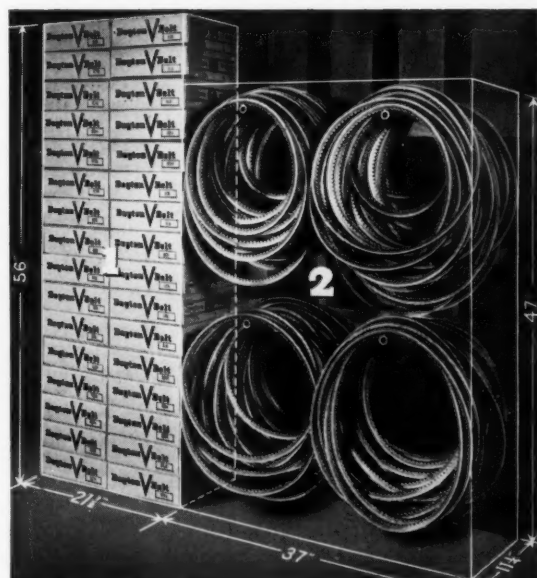
(1) Each V-belt is boxed individually in a substantial compact corrugated package which makes for easy handling, protection of merchandise from dust and dirt and easy taking of inventories.

(2) An actual saving of $33\frac{1}{3}$ per cent in shelf and

storage space. As shown by tests, one group of V-belts stocked on wall hooks in the conventional method required 19,564 cu. in. of space. The same belts, boxed in their corrugated packing, occupied only 13,545 cu. in. Another group on wall hooks required 7,277 cu. in. of space, but in the boxes the same number of V-belts took up only 4,826 cu. in. of space.

(3) Inasmuch as box sizes range from $7\frac{1}{4}$ in. by $7\frac{1}{4}$ in. by $2\frac{1}{4}$ in. to $11\frac{1}{4}$ in. by $11\frac{1}{4}$ in. by 3 in., a large range of belt sizes can be stacked for display purposes with one or two open (Continued on page 238)

Credit: Corrugated cartons and shipping containers, The Hinde & Dauch Paper Co. Sleeve, Gibhardt Folding Box Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Marsh Wall Products, Inc.

In the midst of a home building and remodeling boom and at the beginning of a national emergency period which was certain to have repercussions in sales methods, Marsh Wall Products, Inc., undertook a real promotional job—that of preparing sales-sample kits. No simple task even in ordinary times, preparation of the kits was complicated by a multiplicity of factors that could well have made the finished result a hodge-podge. That it was not is due to the fact that basic objectives were kept constantly in mind and that uncertainties were not permitted to complicate the picture.

The sales-sample kit for promoting Marlite, the company's pre-finished wall paneling, has five main objectives: (1) To give factory salesmen a new talking point with dealers, (2) to help dealers sell their customers, (3) to promote the trade name in a practical way, (4) to simplify sampling and reduce its cost, both from a point of sales return and replacement, and (5) to encourage the display of Marlite.

The product is available in thirty different colors and four standard patterns, hence dealers require a complete range of samples regardless of the size of inventory. Primary distribution is through building supply dealers, although, of course, architects and contractors often influence sales. These men who recommend building materials must be able to tell why they make certain recommendations and they must be equipped to show samples at all times.

Marlite's smallest dimension is thickness, so a flat, rectangular shape was chosen. Thus, from the beginning, the box was convenient for use on counters, desks, in files or upright in bookcases. On the top and sides, the Marsh name is plainly printed so that the box may be quickly identified. The kit accommodates nineteen separate panel samples and eight styles of molding. These are arranged as simply as possible in the box, partitioned in such a way that the standard-size samples fit into the compartments in more than one way, thus encouraging prompt replacement and eliminating a crushed lid as a result of its being jammed down over carelessly replaced samples. Because it was essential to make the kit complete, space is allotted for printed sales literature and information on the installation of the product.

Constructed of paperboard, the kit is covered with transparent plastic sheeting, laminated to the board to simulate as closely as possible the surface of the product itself. Color printing is done in red, white and blue—these colors being used throughout the sales promotional material of the company.

Because of the investment represented by the kit and because many potential users of Marlite are in the small-volume class, the kits are not distributed indiscriminately. Therefore, a smaller, supplementary kit was designed. Important dealers are supplied with a quantity of these miniature kits to be distributed to contractors or to clients. These boxes contain fifteen samples which are placed in a single compartment of the box. They are shaped proportionately to the box size so that they fit in the kit in more than one way. A blotting paper separator (*Continued on page 274*)

Credit: Designed by Mark Seibert, Marsh Wall Products, Inc. Boxes, The Great Lakes Box Co. Lamination, Shellmar Products Co. Labels for samples, Austin Print Works Co. Transparent plastic sheeting for lamination, Celanese Celluloid Corp.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To General Vault Products Co.

A considerable amount of money is spent each year by the country's 15,000 banks in the maintenance of their safe deposit and vault equipment. This equipment represents an investment of many millions of dollars. Should the metal surfaces be neglected, within a very short time condensation, humidity and perspiration from the hands of persons having access to the vault would play havoc with the steel finish. Those in banks throughout the country who are responsible for the proper upkeep and maintenance of equipment are constantly having oils and greases applied to the surfaces of the vaults in an effort to prevent rust and discoloration.

"Vaultex" products, first placed on the market in 1931 under the name "Devil," consist of a rust remover, a liquid preservative and a cleaner—all made from special formulae which have been developed for the particular function they have to perform. The complete Vaultex line, together with all accessories for its application, is packed in a handy paperboard kit with snap locks. This kit, a recent development, was designed as a permanent container. When the original contents have been consumed, the owner of the kit sends for a fresh supply with which to refill it.

In order that the kit may occupy as little space as possible when not in use, compactness was the primary influence in its design. There is no wasted space—every item occupies a particular spot in the case which is constructed so that the contents are securely held in place at all times and will not become dislocated in shipping.

Prospective purchasers of the unit may have it on

approval for thirty days. To date, the kit has been sold entirely by mail and the company reports excellent results from this method of merchandising. A small booklet entitled, "Your Vault—Protected or Neglected?" serves as an effective mailing piece when accompanied by an air mail order card.

Credit: Kit, William Koehl Co. Cans, Continental Can Co. Tubes, Standard Specialty & Tube Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Shell Oil Co., Inc.

Since almost the beginning of the automobile industry, companies who sell gasoline have been making the motoring public conscious of their various brand names through distinctive trade identification at their service stations, through their magazine, newspaper, outdoor and radio advertising.

However, only during the last few years have they given serious attention to the value of tying in this valuable asset of brand consciousness, built up through millions of dollars worth of advertising, with their packaged products such as motor oils, anti-freeze solutions, etc.

In an effort to obtain uniformity of their cans sold throughout the United States, the Shell Oil Co. has taken full advantage of the well-established Shell name and trade mark in the redesign of its 1 and 5 qt. cans of Golden Shell, X-100 and Shell Penn Motor Oil.

The design is immediately identified with the familiar red and yellow shell signs on the gasoline service stations. Lettering on the cans is large and simple to give good visibility at considerable distance, because it must be striking enough to be seen when a customer drives up to a service station. It also affords attractive mass display in windows and on floor stand racks either inside or outside the dealer's station. Many of these packages are used on farms for lubricating agricultural machinery. In such cases, it is even more important for the company to keep its name before its customers. An interesting back panel carries the sales message.

Credit: Cans, Owens-Illinois Can Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Canadian Oil Companies, Ltd.

In the oil business a good family name is a very important thing—a name that can be associated with a simple trade symbol and can be made so familiar it is practically a synonym for the product itself.

All over Canada the name and symbol, "White Rose," is such a trade mark. It's on every package marketed by the Canadian Oil Companies, Limited. It's seen on the highways and byways, on service stations and billboards. It's in the magazines and newspapers, and it's heard over the radio. It appears on the largest neon sign of its kind in all Canada.

All this has happened in a little more than two years. It started when the company's new president, John Irwin, decided that Canadian Oil Companies, Limited, was not making the most of an over-all trade name for all of its consumer products.

Prior to 1939, this company had marketed its products under a variety of trade names. One of these was "White Rose." This name had been used for the company's gasoline. It had become well known, but no standardized rose design or color scheme had been employed in connection with its promotion.

After studying the situation, Mr. Irwin made the following decisions: (1) to discontinue, gradually, the promotion of certain of the company's products carrying trade names other than White Rose and to introduce a new series of products bearing this name; (2) to standardize the rose design for all the packages, display material, publication advertising; (3) to employ a standardized color scheme.

The present family of White Rose packages is the result of these decisions. It includes in addition to motor oil and anti-freeze such items as handy oil, livestock spray, liquid and linseed oil soaps, and fly spray. Wherever these packages are seen, they are easily identified by the White Rose—even before you can read the brand name on the packages. All are quite similar in design and color scheme of yellow background with white rose with green leaves and red and green lettering. The one difference is in the case of the anti-freeze package which has a blue background instead of yellow to prevent possibility of confusion between it and the motor oil package. The handy oil has the advantage for dealers of attractive counter display cartons of twelve 3-oz. cans.

The value of such standardization from a promotional standpoint is apparent. Canadian Oil Companies, Limited, have made the most of this. Most of the company's service stations are easily recognized by a White Rose neon sign. Seventy-five double-sized painted bulletins on the choicest highway locations in Canada call attention to the White Rose. The large neon sign previously mentioned emblazons White Rose atop the Terminal Warehouse Building in Toronto.

In the way of smaller promotions are window display cards, windshield stickers, sample folders, etc. Anyone in Canada hasn't a ghost of a chance of missing the name White Rose or its identity with these memorable packages.

Credit: Cans and containers, American Can Co., Macdonald Manufacturing Co. Display cartons, A. E. Long Co., Ltd.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To La Integridad Cigar Co., Ltd.

"Give me a couple of cigars," says the average man to the clerk behind the cigar counter. He points to a brand and the clerk brings out the typical rectangular wooden box with labels on the cover. The customer selects the two cigars, pays the clerk and back goes the box inside the tobacconist's showcase.

La Integridad Cigar Co., Ltd. has watched this sales method for a great many years—about twenty, to be exact—and something about it struck them as lacking. "Fine cigars such as Rembrandt," the directors of the company reasoned, "should not necessarily be sold individually. Take candy, for example—people purchase a box of high grade candy, not just single pieces. Rembrandt Cigars ought to be sold by the box, too."

Then they examined average cigar boxes. The boxes were pretty much alike—light pieces of wood tacked together with a label on the top, inside and out, or along the side. They were strictly utilitarian and, for the most part, no attempt had been made to decorate or make them attractive. If a man took a box of cigars home or to his office, he kept it in the bottom drawer of his desk and pulled it out only when he offered a cigar to a visitor.

The makers of Rembrandt decided that they'd develop a box for their cigars that any man would be proud to leave lying around on a desk or table at home or to have in his office. Arthur A. Schwarz, one of the heads of the firm, set to work to develop a design that would be decorative as well as functional. (Continued on page 246)

Credit: Cigar boxes and shipping containers, Tampa Box Co. Labels on cigar boxes and bands, Consolidated Lithographing Corp. Cellophane by E. I. du Pont de Nemours & Co., Inc. Price stickers, Cameo Die & Label Co. Displays, Michaels Display.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Cannon Mills, Inc.

Cannon Mills has been a consistent winner in the All-America Package Competition every year since these gift packages for towels, household linens and hosiery were introduced. After five years, they still hold the top-ranking place in their field.

These colorful gift sets are today a merchandising tradition, awaited eagerly every year by every person in the trade. They set the fashion for color and design in gift packaging for many lines of department store gift merchandising.

Always they are planned with a basic color scheme in view. The 1941 line included magenta, chartreuse, yellow, delphinium blue and a brilliant green. Many variations of these shades may be seen in the more than twenty gift sets, but all have been selected so that no matter how the packages are arranged, or how many or how few are placed on the counter or in display, there will never be a clash of color.

Noteworthy among the 1941 innovations was the use of a number of irregularly shaped boxes. Cannon's first boxes in 1936 were simple rectangular shapes. Imagine such boxes in comparison with the brightly striped peak-lidded box in the present collection. Hat boxes, octagon shapes and "round cornered" boxes were among the popular items of the 1941 line. In one instance, a wire basket was adopted for the package, decorated with ribbons and flower spray in the basic color scheme.

Notable too was the addition of related items of merchandise as part of the package units. The "Big Apple" box, for example, is a kitchen set and includes a rolling pin or salad set with the dish towels and dish cloths. The box design is also cleverly arranged with stripes matching the stripes in the towels. A gay colored hat box holds a set of bath towels clustered around four floral-decorated cakes of guest soap. The "Royal Plumes" set, decorated with ostrich feather design, includes packets of bath crystals with the towels.

Cannon, too, has made a careful study of its market and the towel and linen sets are carefully gaged in price to fit the popular price ranges for such gift items. For the 1941 season, they were made to retail from one dollar to six dollars.

All papers for the box covers are original designs printed especially for this line. Another style note of 1941 was the wide use of velvet ribbons for ties.

Credit: Designer, Dorrit Osann. Boxes, Old Dominion Box Co., High Point Paper Box Co., Inc., North State Paper Box Co. and Container Corporation of America. Printed cellophane wrappers, Milprint, Inc., and Shellmar Products Co. Paper and box wraps, Louis Dejonge & Co. and Zeese Wilkinson, Inc. Cellophane, E. I. du Pont de Nemours & Co., Inc. Decorative tapes and ribbons, Stark Bros. Corp., W. & G. Ribbon Co., John C. Welwood Corp., Eastern Ribbon Co., and Chicago Printed String Co. Consultation and sampling for all boxes by Wallace Paper Box Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To W. A. Sheaffer Pen Co.

There's an old saying about "Don't cry over spilt milk," but it's difficult not to cry over spilt ink. Ink manufacturers for years have been working on functional designs to avert these minor tragedies of the schoolroom, the family living room and the business office.

Among the outstanding developments in this line is the addition of the new pour-out closure for the pint and quart Chemopure Skrip bottle, developed by the W. A. Sheaffer Pen Co. and its suppliers. Because these packages are used by office girls and teachers to refill smaller containers, the aim was to provide bottles that could be gripped firmly by one hand and pour-outs that would deliver a steady stream, controlled entirely by tipping the bottle. Already many pouring accidents and "frights" have been averted with these bottles and even men with big hands have expressed their appreciation of the sense of security instilled by the use of these convenient packages.

The new pour-out, on which patent application has been filed, takes advantage of recent advances in the technique of injection molding and extruding of plastics. Positive seals are insured by standard threads to engage the bottle finish and the spout cap, a combination said to be heretofore unobtainable. (Continued on page 268)

Credit: Quart and pint bottle pour-out designed by Orville E. Kulbman, Injection Molding Co.; bottle by Dwight Fuerst, Owens-Illinois Glass Co., Roger MacDonald and H. Karl Stempel of W. A. Sheaffer Pen Co.; pour-out body molded by Injection Molding Co.; pour-out spout cap by Owens-Illinois Glass Co.; pour-out gasket by Miller Rubber Co.; pour-out vent tube by Plax Corp. Bottles by Owens-Illinois Glass Co. Label by Frank G. Shuman Co. Individual carton by Consolidated Paper Co. Spiral tube by The Cleveland Container Co. "Magic Circle" cap designed and furnished by Ferdinand Gutmann & Co. Bottle by Carr-Lowrey Glass Co. Polystyrene for closures and vent tube by Monsanto Chemical Co., Plastics Division, and Bakelite Corp., respectively.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Jacques Kreisler Mfg. Corp.

The boxes and displays for Jacques Kreisler's jewelry for men and for women put sparkle into a merchant's window or on his counters and shelves. They stimulate shoppers and whet the buying appetite of the public.

The company makes two distinct lines of jewelry for the retail jewelry trade. It manufactures one line for women and another complete line for men. These two distinct lines are in turn divided into the more expensive and the less expensive items. With these divisions in mind, the company evolved an integrated design scheme for packaging its products. The boxes are adaptable as counter or window display and special display material is created that sets off the jewelry and its distinctive containers to the very best advantage.

The previous year's packaging was re-designed to house a greatly expanded line of jewelry for ladies and to distinguish the line from lower-priced unpackaged costume jewelry carried by department stores and outlets other than the retail jewelers. The new packaging was designed to attract the man who wanted to buy a gift, by surrounding the article with a distinctly feminine atmosphere; to permit full visibility and yet to protect the fragile quality of the contents, and to enable the retailer to make an effective mass display. Materials—lace and velvet—were used because they are associated with femininity and they create an atmosphere of luxury. Maintenance of family appearance was gained through the shape of (Continued on page 282)

Credit: Women's boxes: Base and pads, Oscar Trilsch Co. Transparent hoods, Everett Transparent Container Co. from acetate sheeting by Celanese Celluloid Corp., Monsanto Chemical Corp. Plastics Div., and Eastman Kodak Co. Outside cartons, Shoup-Owens, Inc. Men's boxes: Metal, Arrow Mfg. Co., Inc. Paper, Douglas Young, Inc. Wraps, Wander Press. Watch strap rotator counter display, C. E. Schunak, Inc. "Stylelector" watch band display, Crafts, Inc. Wire display, Central Wire Frame Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To International Silver Co.

For a number of years the use of plastic containers for silverware has been an objective in the silverware industry. The primary requirements for the making of such a case were the development of a beautiful tray or chest and at the same time one which would be equally practical for use in the home or for display on store counters and in merchants' windows.

During the past year, the distinguished manufacturer of 1847 Rogers Bros., a division of International Silver Co., introduced an all-plastic buffet tray, which met with enthusiastic approval from both dealers and individual buyers of 1847 Rogers Bros. silverplate. The base is in black made of a molded phenolic and over this fits a hood of rigid transparent plastic sheeting. Visibility of the contents is afforded at all times and the silverware is protected from dust. An advantage of the tray is in the prevention of tarnish. Silver darkens quickly when exposed to the air without any protective covering. The tray also safeguards against pilferage when the silver is displayed, since the top must be removed in order to reach the contents of the container.

Special brackets to hold the different pieces of silver are attached to the base. These are of a transparent plastic material—an acrylic resin—which enhances the appearance of the pieces and does not interfere with the customer's view of them in any way. These transparent brackets are a definite improvement over the straps which were formerly used to hold the individual items in place in the conventional type chest, for silverware and have plenty of eye appeal. *(Continued on page 270)*

Credit: Tray and racks made and designed by Northern Industrial Chemical Co. Material for racks, Röhm & Haas Co., Inc. Transparent cover, Monsanto Chemical Co., Plastics Division. Base, Durez Plastics & Chemicals, Inc. Fabricator of cover, P. P. Kellogg Co., Division, U. S. Envelope Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

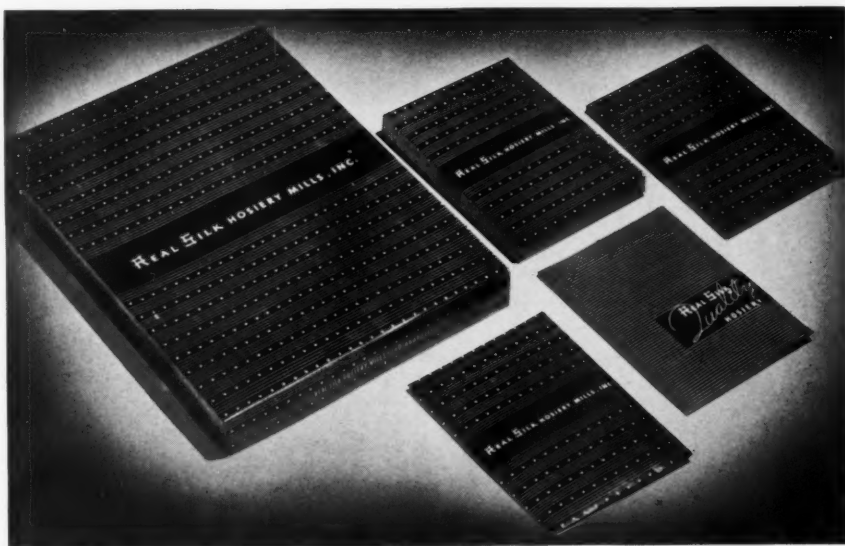
To Real Silk Hosiery Mills, Inc.

The Real Silk Hosiery Mills, Inc., having a direct to consumer sales organization, is not confronted with the problem of display attention value for their packages. However, they are sure that the proper presentation of the product upon delivery in the mail has a direct bearing on repeat business. Therefore, in redesigning their packages for 1941, they selected designs and color combinations which would be as appropriate for men's ties, socks and shirts as for ladies' hose, lingerie and dresses.

Decision was in favor of the pleasing conventionalized lacy fern pattern shown in the photographs printed, in several tones of brown. This is equally adaptable for printing on the tight wraps of the telescope boxes and on the self-locking die-cut merchandise folders. It also had advantages over the company's previous black boxes in that it does not show dust as quickly as the former packages, and does not wear off white at the corners as the black boxes did.

The company has no actual figures on sales due to the new packages, but the fact that 7,500,000 packages were marketed in these boxes and folders during 1941 seems to speak for itself.

Credit: Designer, Annette Thornberry. Boxes and folders, Paper Package Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Atlas Underwear Co.

A market where 80 per cent of the branded sales were accounted for by one brand was the market into which The Atlas Underwear Co. introduced its new packages. The company just had to have the right kind of packaging and the right kind of merchandising in order to do business at all in a field dominated by one gargantuan brand. But the company had studied its problem well and when its line of men's knitted shorts and shirts was presented to the public, they were received enthusiastically and repeat sales evidenced the fact that customers remembered the unique and practical packages and the dramatic displays featuring the merchandise.

Atlas was a pioneer in bringing out a package for men's underwear that was not transparent and in which the fabric was not visible to the purchaser at first sight. Research, which the company had done, revealed that too many knitted shirts and shorts sold in transparent wraps become soiled through careless or curious handling by prospective buyers. The handy, envelope-like, cardboard package which holds Atlas shirts and shorts has also been designed with an awareness of present-day shortages of materials. It utilizes no material upon which there is likely to be a serious curtailment, and at the same time represents a saving over the former transparent wrap. By using the new folding carton, the final pressing of the garments before packaging was eliminated, thus reducing costs. Used (Continued on page 270)

Credit: Carton and display designed by Martin Ullman. Cartons, C. W. Zumbiel Co. Display, Ivel Corp.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Thebest Mills Co.

Every woman who swims buys a new bathing suit almost every season. She wants one, too, that's fresh and not shop worn when she buys it, yet she wants to see the suit before she buys. After this purchase, she also needs a bag to carry the suit back and forth to the beach, particularly a waterproof bag when the suit is wet.

Thebest Mills Co. provided all these requirements with its 1941 packaging of "Beautiform" swim suits in transparent bags of rubber hydrochloride sheeting.

Like other transparent packaging, these bags for bathing suits are silent salesmen for the merchandise on dealers' counters. The customer sees them in their attractively bound transparent bag with draw-string closure. Yet protected in the container there is no chance for the suits to become shop worn. Stock keeping is made simpler for sales people, because the bags can be neatly arranged on shelves and counters without the necessity of folding each unwrapped suit after a customer who can't make up her mind has gone through the whole pack as though she were hunting bargains in a budget basement. Sizes are easily separated because each package is carefully marked—and color is visible through the transparent sheeting.

The plus merchandising features of these bags is their re-use value to the customer. After the purchase, because of their moisture-proof qualities, these bags can be used to carry the swim suit to the beach, to keep towel and cigarettes (*Continued on page 270*)

Credit: Transparent sheeting (Pliofilm), The Goodyear Tire & Rubber Co. Bag, Comet Envelope & Paper Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To P. Ballantine & Sons

For Dad to be caught in the act of raiding the family ice-box is a familiar happening in practically every American home. When P. Ballantine & Sons used that humorous and heart-warming little incident for a dramatic display piece, grocery and delicatessen stores welcomed it and customers were pleasantly reminded to take home a bottle of ale or a can of beer.

But the unique features of the display, aside from its life-like quality, are the provisions made for actually showing and merchandising relatively slow-moving food items alongside the faster-moving lines such as beers and ales. Dealers are able to sell such articles as cheese, crackers, pickles, olives, canned meats and the like that often make up a meal of which beer and ale are a part. The average dealer was more inclined to cooperate by giving space for the display when he saw the sales advantage to be gained for all the related foods which could be incorporated so effectively in the unit. It fitted in particularly well with the delicatessen dealer's usual window treatment—in which as wide a variety of products as possible is ordinarily used.

The pictured refrigerator is approximately the size of a small family ice-box. The third dimension allows for the addition of shelves to display actual merchandise, with colored cut-outs of food items on the smaller middle shelf. The box is lithographed in full color.

Dad's midnight raid on the ice-box has been so successful that many stores kept it on view for over five months, and many other dealers asked for return engagements—the first time, the company reports, that they have ever had such a request.

*Credit: Designed by Charles Barnes. Color photography by Patston and Thil.
Display, Einson-Freeman Co., Inc.*



ALL-AMERICA PACKAGE COMPETITION

AWARD



To Columbian Rope Co.

Fascinating though the story of rope making is and colorfully varied though its associations may be, in the everyday business of merchandising, rope in itself presents particularly difficult display problems. Dealers are not very interested in using valuable space to display the product. People seldom if ever—even those who have need for using various kinds of rope regularly—connect the product with any particular brand. Rope is rope and that is all there is to it.

It took the Columbian Rope Co. with its old sailmaker display to impress upon the public a brand name for rope. The white-haired Old Salt on the poster, with a parrot perched on his shoulder, and so busily sewing a length of rope to canvas is known as "Cap'n Mark." He was painted by the artist, Joseph F. Kernan, and the portrait was lithographed in natural colors for use on the display poster. The coils of rope stacked about the figure of the old seafarer make a natural setting for him and he appears very much at home among all the many lengths and kinds of rope. The picture presents so much human interest that it compels attention and those who stop to gaze in the windows where the unit is shown quite unconsciously study the various types of rope. The vigorous handling of the brand name against a background closely associated with the product acts as an effective and lasting reminder to the prospective customer.

The display is varnished for protection and mounted to board of 100 pt. thickness and die cut to shape. The unit is supplied to dealers only upon specific request. In this way, the company is assured of its being used.

Credit: Lithography by Oberly & Newell Lithograph Corp. Mounting, National Card Mounting Co., Inc.



ALL-AMERICA PACKAGE COMPETITION

To The Borden Co.

The rubber Elsie was designed for use in mass displays of merchandise in heavy-traffic grocery outlets, and its appeal is the true-to-life reproduction possible with the rubber composition of which it is made. Detailed records of several hundred displays in which the piece has been used showed that its use has been known to increase retail sales between three and four hundred per cent in comparison with actual average sales. Borden salesmen, allotted limited quantities of the piece, rotate them on weekly or ten-day showing basis from store to store. Retailers frequently insist on repeat showings. The piece is efficient, too, because it can be used in places where it takes up little merchandise display space. (Continued on page 246)

(Continued on page 246)



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Dr. Pepper Co.

It takes what is known as a "stopper" to get any attention at all in stores in downtown, heavy traffic locations—and that is just what the Dr. Pepper Smash Girl display is—a "stopper!" Window space is usually unavailable in such locations and is granted only to displays that are spectacular or are definitely outstanding. Dr. Pepper Company has every reason to believe its Smash Girl had these qualities because it secured better than 85 per cent of the valuable store space for which the company asked.

Because of the difficulty in showing soda fountain merchandise effectively, Dr. Pepper Company decided that the best opportunity to get the public's attention would be to show its trade character, Pretty Peggy Pepper, holding a realistic reproduction of a glass of Dr. Pepper. But how to make such a display different from an ordinary run-of-the-mill display made available to window dressers was not an easy problem. A conventional window card would meet with intense competition. So, the company decided to devise an entirely new kind of idea—a display that would go directly on the back of the plate glass and would face out towards passers-by. Still, this was not sufficiently unusual until a sheet of heavy acetate sheeting had been added. On this sheet was lithographed a cracked plate glass effect—so realistic in appearance that it looked like a real smashed window, with Peggy Pepper smashing her way right through it, a glass of Dr. Pepper in her hand.

When the lithographed die-cut sheet of Peggy and the glass of Dr. Pepper is combined with the acetate sheet and placed on the inside of a plate glass window, the display appears as if the girl were handing a glass of the soft drink to the spectator. In most cases the spectator stopped being an on-looker and became a buyer. Dr. Pepper considers the display piece a real smash hit since store after store used it in their most valued store locations. In fact, dealers actually came to the salesman for Dr. Pepper and said, "I was just wondering when you would get around to breaking my windows. Like to have you do it soon."

Credit: Display, Einson-Freeman Co., Inc. Acetate sheeting by Celanese Celluloid Corp.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To The Upjohn Co.

For the third time, The Upjohn Co. comes off with top honors in an All-America competition for its adroit treatment of displays in the field of ethical packaging and for the consistent use of the familiar American boy illustrations by Norman Rockwell.

Drama with the proper restraint essential to the maintenance of high professional standing for ethical products requires the head and hands of a skillful display man. This Upjohn window display for vitamin products is an outstanding example of how this company has solved these window display problems.

The eye of the expert is stopped first by two outstanding qualities: first, the refined lithographic color scheme; second, the eye-arresting red spot of the boy's sweater. After this, attention is attracted to a comprehensive central ensemble which holds and displays actual product on shelves in an actual display case. Over this hangs a lithographed art panel portraying an exuberant young fellow "making muscle," done in the inimitable style of Norman Rockwell. In front of the central ensemble is a lithographed card made to resemble a transparent showcase. Four concise and direct side cards indicate product uses.

Versatility of the window display may be realized when the many display uses for the various parts of the ensemble are described separately. For instance, the central cabinet may be used as a separate piece. The art panel may be removed from the display easily and hung on the wall of a drug store as a permanent piece of interior decoration for the retail outlet as an Upjohn reminder to dealer and shopper. The lithographed showcase card may be used separately in a window or in various positions inside the store. It has two types of easels so it can be displayed flat, slightly tilted or upright. Unusual photographic treatment produces good third-dimensional effect in any of the three positions. The four side cards also may be used as counter cards. Careful directions are furnished with the display to show how it is set up and to point out the many extra uses for the various parts. It's a display that will tell the company's story for a long, long time.

Credit: Design and lithography, Forbes Lithograph Mfg. Co. Mounting and finishing by Arvey Corp.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Bates Fabrics, Inc.

Department stores as a rule turn rather a jaundiced eye on displays offered them by the manufacturers of products. This is especially true of those sections of the store devoted to draperies, bedding, white goods and the like. Aisles must not be cluttered with display units, and counters and tables show actual merchandise, which is, for the most part, relied upon to sell itself. Bates Fabrics, Inc., however, did some research into the strict requirements for displays used in department stores and worked out the construction for a small display for showing their bedspreads, by means of a shadow box and colored transparencies.

The display employs the technique of selling bedspreads by showing the customer the spreads in bedroom settings. These settings are placed in a wooden frame, painted white, which simulates a Colonial doorway with typical pilasters and pediment. The back of the doorway is fitted with a shadow box structure which houses an electric bulb and cord so that the settings may be lighted. A series of colored transparencies, which represent the different spreads in the manufacturer's line, is supplied with each unit. When a transparency is inserted in the shadow box and the unit lighted, the effect is that of a scene on stage. The sales clerk can demonstrate the different spreads quickly and without trouble by simply changing the transparency, thus eliminating the usual procedure of having to unfold each spread for the customer, then to refold it and return it to stock.

The natural color transparencies are used to give the display high attraction value and to show the merchandise in the highest degree of color reproduction. They are faithful to the spreads' color values and thus they give the customer an accurate presentation of the merchandise in realistic and home-like settings. The

customer can actually see how the spread will look in her own home. This method helps the customer to visualize the product in use and she is less likely to return it after she has purchased it.

The transparencies were reproduced from original Kodachromes. This was accomplished by printing on film instead of paper so they could be inserted in the light box. This unusual method of making transparencies represents a considerable saving over the regular duplicating process using paper and makes possible wide distribution of the displays. They are used as permanent units, lasting from year to year. The only change that needs to be made is that in the transparencies. As new spreads are manufactured, dealers are supplied throughout the year with transparencies illustrating them.

A canvass was made by Bates among the buyers of the leading department stores, for opinions and acceptance. The reaction was extremely favorable, with more requests for the displays than there was supply available. Bates had been able to overcome the objection of these stores to the usual display material by making available to the stores this compact unit of dignified design, which suggests a product of quality, and built so that it does not crowd the average counter.

Wherever distribution was made, sales increases have been noted immediately. The company's national magazine advertising is tied in with these point-of-sale units. The display illustrations are the same as those used in advertising and general promotion material and, for this reason, identification of the product is emphasized at the point of sale.

Credit: Fabricated by General Display Co. Transparencies on film, Prism Printing Corp.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Old Mr. Boston Fine Liquors

A district manager of Old Mr. Boston Fine Liquors wrote a letter to his sales manager at the head office. It had to do with sales of specialty liquors—brandies, rum, liqueurs and cordials—and the Ferris Wheel display shown on these pages. At the end of the letter he wrote:

"P. S. All last month our local jobber sold a total of 62 cases of these brands with their seven salesmen. I sold 41 cases in four days with one salesman! The trick was the Ferris Wheel. The idea is the nuts."

Apparently it is the "nuts." Specialty liquors are comparatively slow movers. Therefore, they are rarely displayed on dealers' counters. Old Mr. Boston decided that distribution could be increased if they could get dealers to put the specialties out front where customers would see them.

The solution was this Ferris Wheel display. Its dramatic appeal and unique construction intrigued the trade tremendously. The wire stand is equipped with wire baskets in which the actual bottles of liquor may be placed and secured to make them pilfer-proof. In order to display the wheel, dealers have to buy all the brands featured because under each basket the name of each specialty is permanently affixed. Therefore, retailers who carried some of the brands, in order to display the wheel, had to buy the balance. Those who carried none of the items, bought them all in order to get the wheel.

The wheel, itself, is a fascinating gadget, because customers may turn it round and round. While thus engrossed in operating it, the names of the liquors, bearing the Old Mr. Boston name, pass before their eyes, a constant reminder and suggestion for an additional purchase while they are in the store. The company reports distribution of the line broadened to a new high and an increase of 24 per cent in the sales of the specialties. Further proof is revealed in a quotation from the same district manager's letter:

"You will no doubt be interested to learn of our past four days' accomplishment on our specialties and flavored gins from one of our worst territories. In fact, it was so bad that last month the salesmen sold only 6 cases of all brands of it combined.

"We filled the Ferris Wheel stand with two bottles each of Gins, Apricot Nectar, California Brandy and Rum. Called on 36 accounts and sold 33 of them, and two were out of town. This figures up to about 150 new placements, since we probably did not have 10 per cent distribution. It was the most complete selling job I have ever seen."

Credit: Wire displays and assemblies, Central Wire Frame Co. and Manhattan Wire Goods Co. Lithographed signs, Brooklyn Metal Decorating Co., Inc.



Abbott
VITAMIN PRODUCTS

ABBOTT'S
VITAMIN A-B-D-C CAPSULES

VITA-KAPS

VITAMIN B CAPSULES

VITA-KAPS

LIVER OIL PLAIN

Be-Tabs

CONSULT YOUR PHYSICIAN



ALL-AMERICA PACKAGE COMPETITION

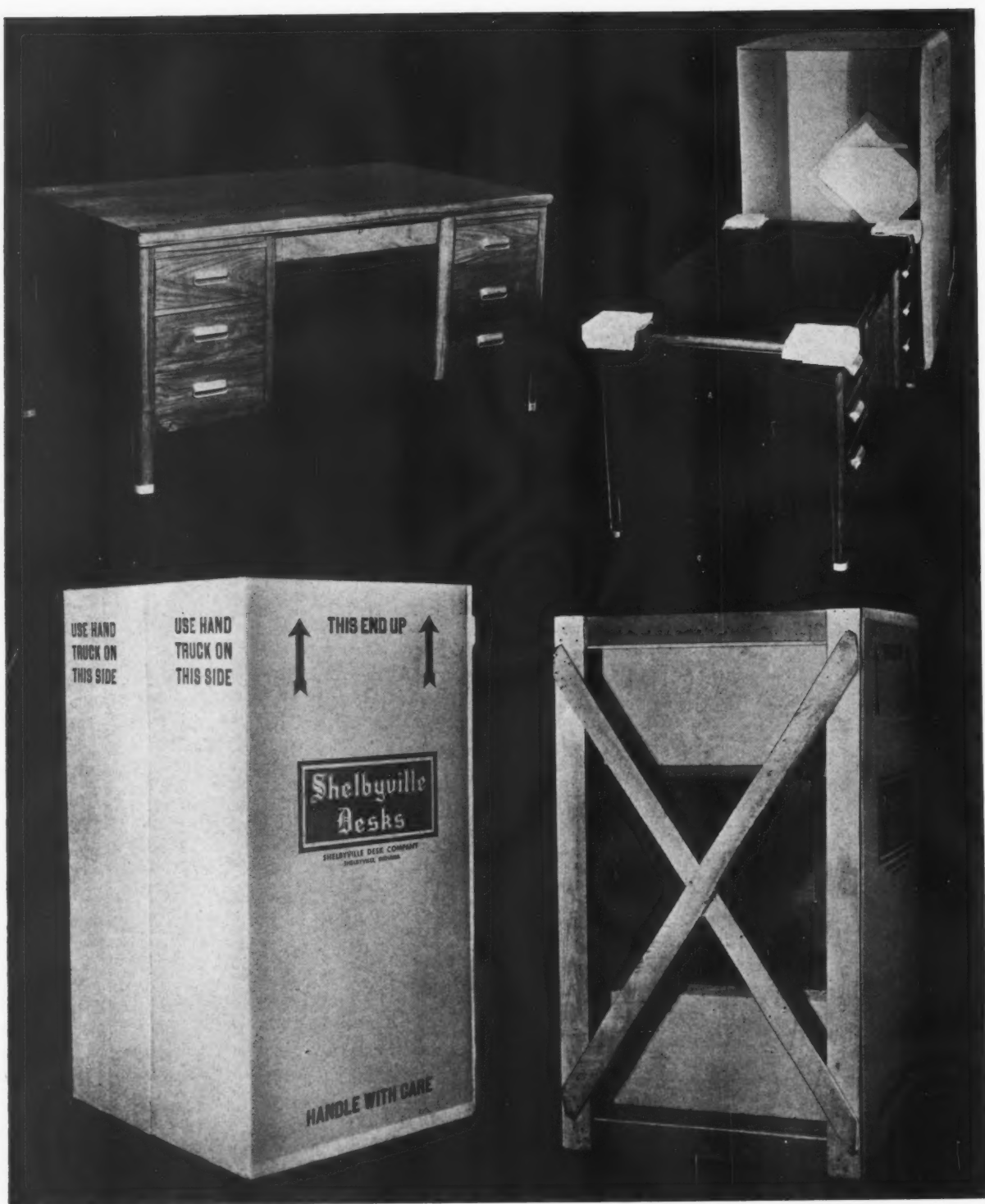
AWARD

To Abbott Laboratories

The increasing use and the importance placed upon vitamins today by the medical profession and dieticians assure public interest in a display which incorporates a complete line and a good representation of the major vitamin products. Abbott Laboratories constructed its point-of-sale cabinet for long service, so that it could act as a permanent consumer reminder of these Abbott products, and designed the unit so that the drug store or other dealer would find in it a storage aid for stock packages. The manager of a drug store is often hard-pressed to find a convenient place for immediately called-for packages and he is quick to appreciate a display which affords space for storage. He is chary of giving valuable space to a display which takes up a great deal of room with little benefit to the dealer other than advertising the line of a certain manufacturer.

The cabinet for Abbott's line is constructed of metal and light-colored plastics, the latter creating an attractive translucent effect. A built-in flasher produces a strikingly colorful appearance and directs the immediate attention of consumers to the name "Abbott." An outstanding feature, of course, is the adjustable storage compartment in the back which makes provision for a considerable supply of the packaged goods. It is possible for the druggist to sell from the display instead of having to go to the shelf for the product. The showing of the actual packages on the front of the cabinet enables the customer to identify quickly the particular package he wants. The two circles bearing the ancient medical symbol, Rx, in fluorescent plastics, and the words, "Consult Your Physician," give to the display an air of reliability that inspires confidence in the products shown.

Credit: Display, Price Brothers, Inc. Plastic dome made by American Molded Products Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Shelbyville Desk Co.

Perhaps in no field of packaging during the last decade has there been greater advancement than in the "tailoring" and "streamlining" of neat, sleek, well-fitting containers of corrugated board for big, bulky objects.

Among the outstanding examples in 1941 is this new corrugated shipping container for Shelbyville desks. Previous to the time this company adopted its new corrugated container, they packed their desks for shipment in cumbersome wrappings of burlap and excelsior.

This packing was not only slow, labor-consuming, but costly and a definite fire hazard. During the past year, the increase in business due to defense demand for desks made new production schedules imperative. Faster and more efficient means for packing the merchandise had to be found. After investigating possibilities, the company decided in favor of a pre-pack in corrugated containers which had been found successful in a number of other furniture situations.

Corners of the desk top are first protected with cotton wadding covered with special corner pieces of corrugated board. The huge corrugated carton is then prepared with wood supports under the end flaps and more cotton wadding as a cushion on the part of the box which fits over the desk top. The carton is then placed over the desk. The assembly with desk in it is then turned on one end, so that cross pieces of wood can be nailed to the wood supports already attached under the carton flaps. The carton is tailored so perfectly that the desk fits securely in this pack without need of further attachment to supports. Damage claims have been reduced more than 50 per cent, since the legs of the desks are no longer nailed to skids, which previously caused them to break. The corrugated container has reduced packing costs for this company an average of 10 per cent. It has reduced packing time from 24 minutes per desk to less than six minutes. It has eliminated a bottleneck in production facilities which provides opportunity for a potential increase in production of 40 per cent above what would otherwise be possible.

The container has the advantage of attractive printing, which offers plus advertising value for the product wherever it goes in its container. It is a clean pack which leaves no excelsior trails through the user's premises. Much value is attached to its reduced fire risk in many cities where fire regulations favor the paper container.

Credit: Designer, J. S. Kirby. Corrugated container, The Hinde & Daub Paper Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

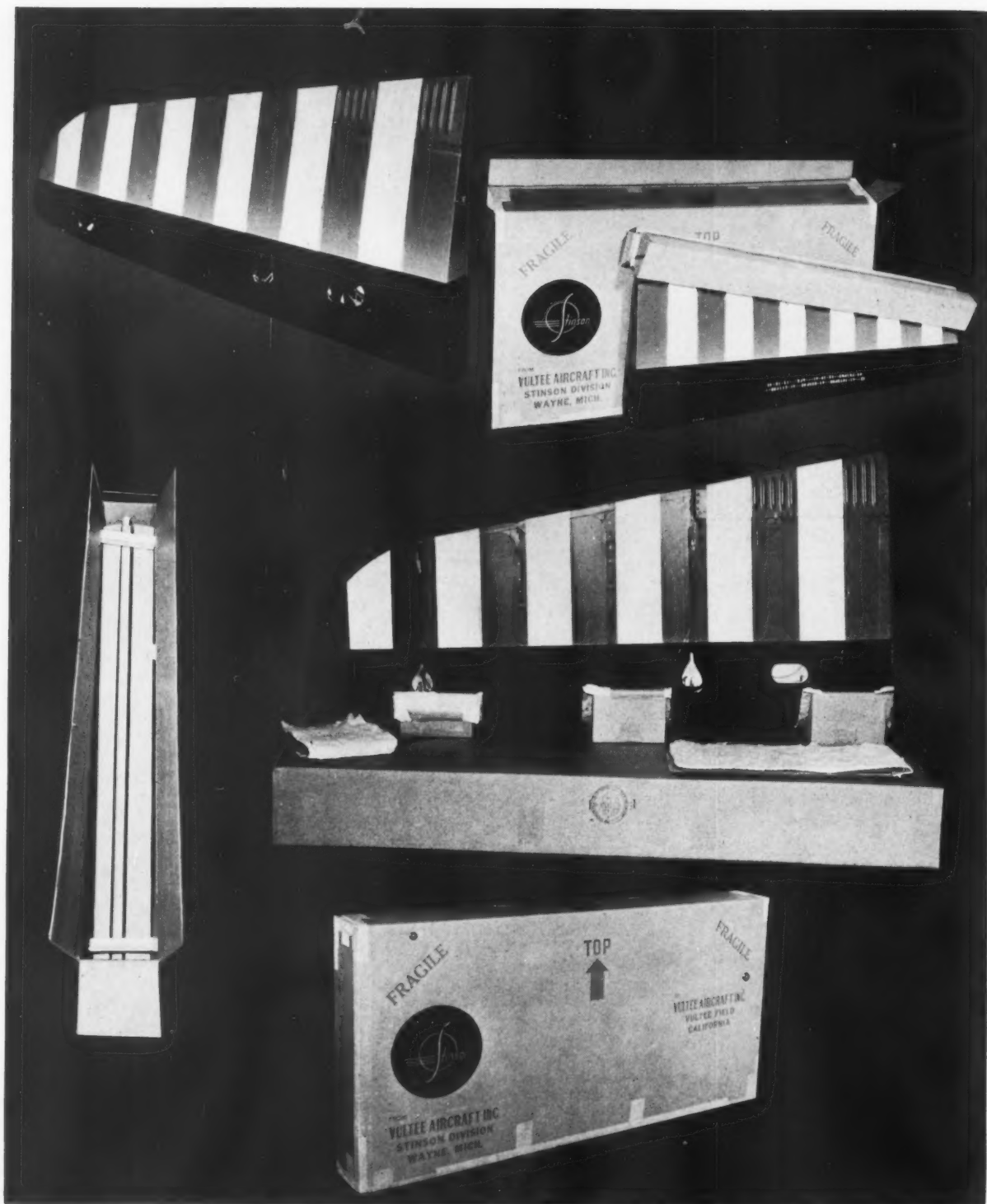
To Tropical Agriculture Co-Operative Assn.

At the beginning of last year, the Tropical Agriculture Co-Operative Assn. introduced for the first time its 50-lb. paper shipping containers for potatoes to replace the 50-lb. wooden crates and the 100-lb. burlap bags which had been previously used by the association. The shipments of potatoes packed in the paper bags was, during the first season, in the nature of an experiment and an attempt to get the general reaction of markets to the introduction of a new package. Approximately 100 carloads were shipped from the association's headquarters in Goulds, Florida, to distribution points all over the country, even as far as Seattle, Washington.

At the end of the first year, the association announces the success of a new package for an old product. The success is due to a number of factors, chief among them being: A reduction of 11 to 15 cents per package in the initial cost of the container itself and a reduction in the freight rate of 15 per cent. The protection afforded the product against shipping and weather hazards is fully as adequate as that of the old container. The potatoes which were shipped packed in the paper bags arrived at all destinations in perfect condition. In addition, there was less shrinkage and weight loss in the potatoes in the paper bags than there was in potatoes packed in wooden crates and in burlap. This loss of weight due to shrinkage is one of the major problems in the shipping of the product and a container which can reduce the loss is a boon to the agricultural market as a whole. Another important advantage of the paper containers is the fact that potatoes retain their original color in them, because light is entirely shut out by the containers. Potatoes are kept completely dark in the bags from the time they are packed until they are used. The appearance of potatoes on the markets is thus enhanced, since light has a detrimental effect on the color of certain varieties of potatoes.

The bags also offer excellent opportunities for establishing brand names on a product which has had little or no identification with brands. On the bags of every grade of potato, the Tropical Agriculture Co-Operative Assn. has used attractive and colorful brand identification. Through the use of these bags, the association has also opened up endless new display possibilities for a common household food. These bags bring potatoes out of bins and cellars and give them a place in prominent display positions alongside other attractively packaged food products.

Credit: Bags, Union Bag & Paper Corp. Hand ties, Vail Manufacturing Co.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Stinson Aircraft Division of Vultee Aircraft, Inc.

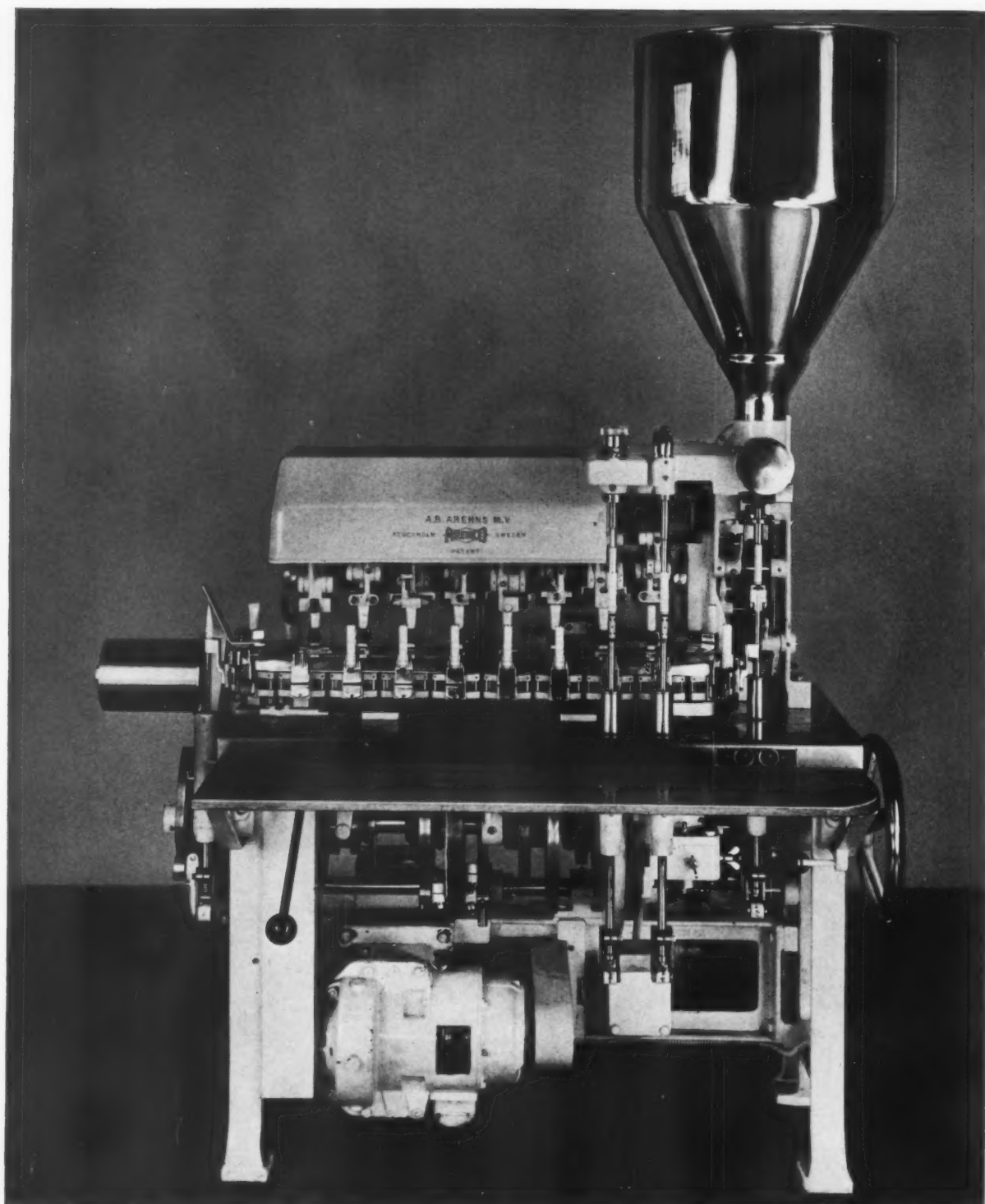
Stinson's development of a safe shipping container for its airplane rudders really helps to "Keep 'Em Flying." Some of the rudders must travel as many as 2,500 miles before they reach the place where they are to be assembled as part of a plane. And these rudders must arrive at their destinations in perfect condition. Therefore, Stinson Aircraft had to evolve a container that was as nearly perfect as possible for the purpose.

Much research and experimental work were necessary in order to arrive at a suitable container. Boxes, crates and cartons were made up in various ways for purposes of experiment, carrying from four to six units each, with wood supports lined with felt to support the contents. They were constructed so that weight was kept to a minimum, but at the same time the containers were strong enough to protect the contents adequately during transit. One by one, these various experimental containers were eliminated for specific reasons—excessive cost of packing, excessive weight or too high original cost. Also, the company was handicapped through lack of sufficient storage space for keeping bulky shipping units. The most logical kinds of container, they realized, would be a strong corrugated container. A model for a container was at last produced and packing details were worked out, since it was not only necessary that the parts arrive in good condition, but also that the finish be protected as well. Several methods and materials were tried and finally, by the process of elimination, the requirements needed to protect the finish, to meet the minimum weight desired and to come within the budget allowance for the original unit cost of material to pack the contents economically, were embodied in a working sample, made of 8-ply protective crepe wadding. This material had all the prerequisite qualifications and was adopted.

So far as the company could discover from tests, corrugated containers had almost every advantage over wooden boxes and crates. The latter were not acceptable to the transportation companies unless covered with a 400-lb. test board or with $\frac{1}{16}$ -in. or better plywood. Boxes had to be made up from western or white pine with $\frac{1}{4}$ -in. to $\frac{3}{8}$ -in. siding to eliminate weight or they had to be wire bound. None of these fulfilled the purpose as well as the corrugated container finally chosen, which had the additional feature of reducing labor considerably in packing. It took much less time to pack six units in the cartons than it did to pack the same number in crates or boxes. It actually requires only a few minutes for workers to set up and pack a carton completely.

Transportation costs have also been reduced because of less weight and there is a great saving in cost per unit packed as compared with crates and a still greater saving per unit packed as compared with solid wooden boxes. Cartons also arrive at their destinations in such good condition that they are being used again to transport items to other points in the United States.

Credit: Shipping container, The Hinde & Dauch Paper Co. Crepe wadding, Kimberly-Clark Corp.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To J. C. Eno (U.S.) Limited

Squeezing a bit of toothpaste out of a tube on to a toothbrush is a casual enough operation until you stop to think about it. We're fighting wars today on the other side of the world for the tin that goes into those tubes—to say nothing of the hundreds, yes thousands, of people who have had a part in inventing, perfecting, manufacturing, filling, and packing those smooth, clean, easy-to-use containers that have become as much a part of the American standard of living as electric lights and the telephone.

During the past year, a company that has won new laurels in the field of toothpaste packaging is J. C. Eno, Ltd., for its McLean's Toothpaste production line and the adoption of automatic tube filling, closing and sealing equipment.

The story begins where the paste is delivered to the hopper of the new machine by gravity from the floor above. The pump which transfers the paste from the hopper to the tube is of the reciprocating type with a turning valve. Filling volume and weight are exact because of accurate control of the pump motion. When the filling begins, the tube is in its top position. As the tube is filled, it is lowered. The speed of this descent is figured accurately in relation to the filling speed. When the proper amount of paste is in the tube, the filling stops and at that moment part of the paste in the filling nozzle is sucked back into the pump, reducing drip action to a minimum.

Undue pressure on the paste is prevented because of ample valve openings, short filling nozzle, and the elimination of long tube connections from the paste container to the tube.

The pump parts are materials which will not corrode—stainless steel or the like. All of these parts are accurately ground and lapped.

The necessity of tightening caps by hand before the tubes are fed to this filling machine is eliminated. This installation tightens the caps automatically. The cap of the tube is held by a suitable cap holder

and the tube is lifted up over a mandrel. When in its top position, a conical-shaped spinner engages the inside neck of the tube and spins the tube while the cap is held stationary until the cap is screwed on tightly. If the cap has already been tightened the motion free wheels. The tube is then lowered into its position in the tube holder.

The machine can also be equipped with the tube cleaning device. The tubes are lifted in the same manner as for the cap (Continued on page 280)

Credit: Tube filling, closing and sealing machine by Arenco Machine Co., Inc.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Miller Cereal Mills, Inc.

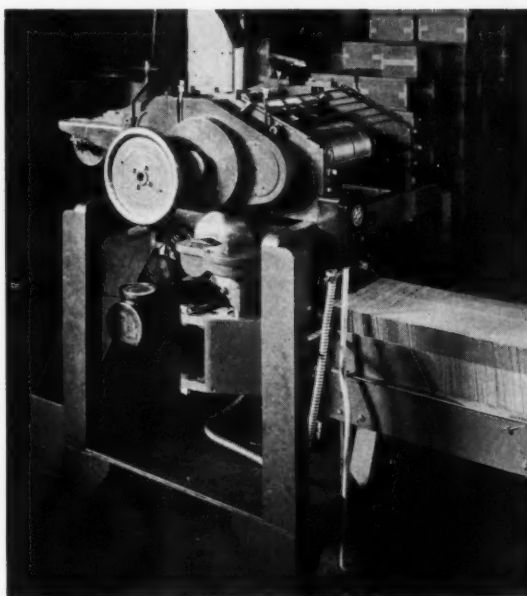
Producers of everyday, substantial foods like cereals, package their products with a particularly sharp emphasis on economy. Adequate protection of the food is paramount. Because cereals must remain, for the most part, within the budget ranges of the majority of the people, the less outlay the producer must make for packaging and yet meet the requirements for food protection, consumer convenience and sales appeal, the better. Miller's line of cereals, in printed wax-wrapper cartons, represents not only a fine line of packages, but it demonstrates an economy recently effected by the company.

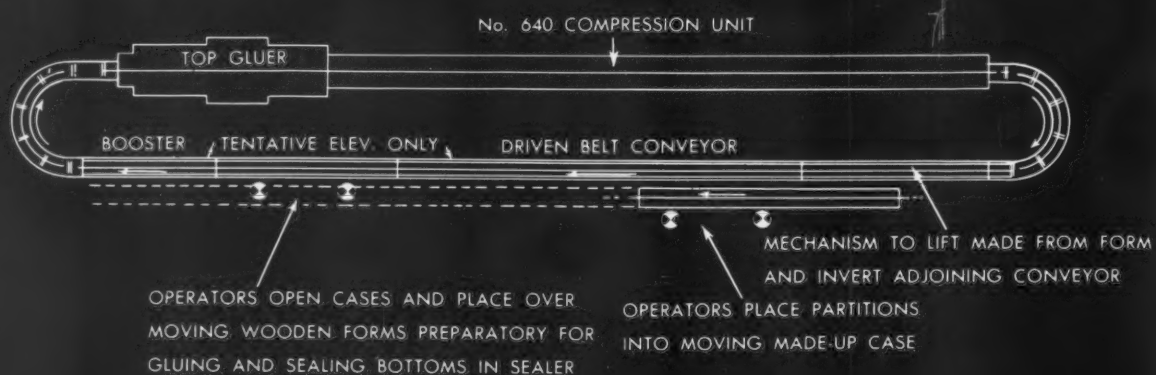
The Miller Cereal Mills had been purchasing unprinted cartons (or shells) from an outside source. The officials of the company felt that they could effect a substantial saving if it were feasible to make their own. They found a machine which they could have installed in their own mills that would form cartons or make shells such as they wanted.

Chipboard is secured in the quality and size rolls desired and the cartons are manufactured from these rolls. The machine receives the chipboard in roll form, cuts, scores, folds and applies adhesive to the lap seam and seals at a speed of up to 150 cartons per minute. One operator can handle the machine. Savings through use of this machine, it is said, approximated 60 cents to one dollar per thousand over that of purchased shells. This is made possible by purchasing chipboard on a tonnage basis. It is obtained in roll form slit to the correct width, which is represented by the over-all height of the shell. This eliminates the usual trim necessary when the shell is made by the flat bed press method. All the movements of the machine are rotary in action. All rotating shafts are supported by bronze bearings and

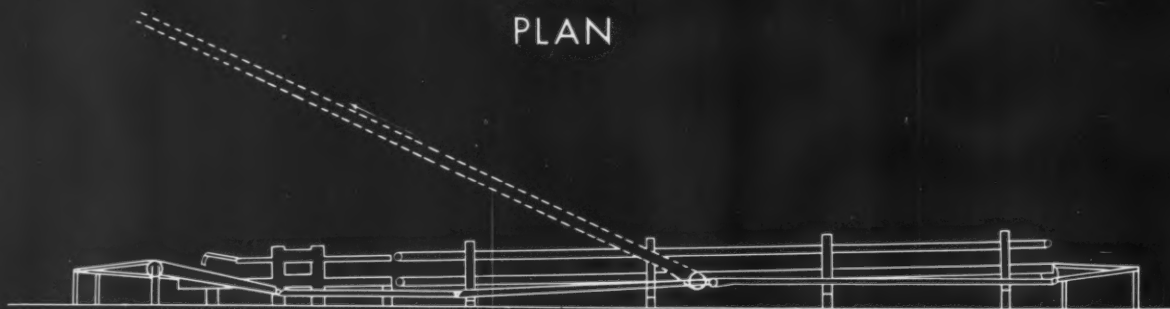
ball bearings. All high speed helical gears are encased in oil retaining gear boxes and unit has its own glue pump and circulating (Continued on page 280)

Credit: Shell making machine, J. L. Ferguson Company.





PLAN



ELEVATION



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Anheuser-Busch, Inc.

Anheuser-Busch is practically synonymous with beer in America. In the early nineteen hundreds, wagons with heavy, iron-rimmed wheels, drawn by enormous draught horses in harness gleaming with decorations of brass, delivered barrels and kegs of Anheuser-Busch beer to taverns and restaurants and homes. Bottles of beer arrived in wooden crates reinforced by strong wire—the same kind of strong wire that is used for making fences. That was the day before automatic refrigeration in the home and a case of Anheuser-Busch beer, in its heavy wooden crate, was stored on the back porch. Bottles, a few at a time, were placed for cooling, literally on the ice, in the great family ice-box. When the crate was emptied, along came the burly driver of the beer wagon and his two giant steeds and picked up the crate. If the weather were particularly warm, he probably left a fresh case on the shady back porch.

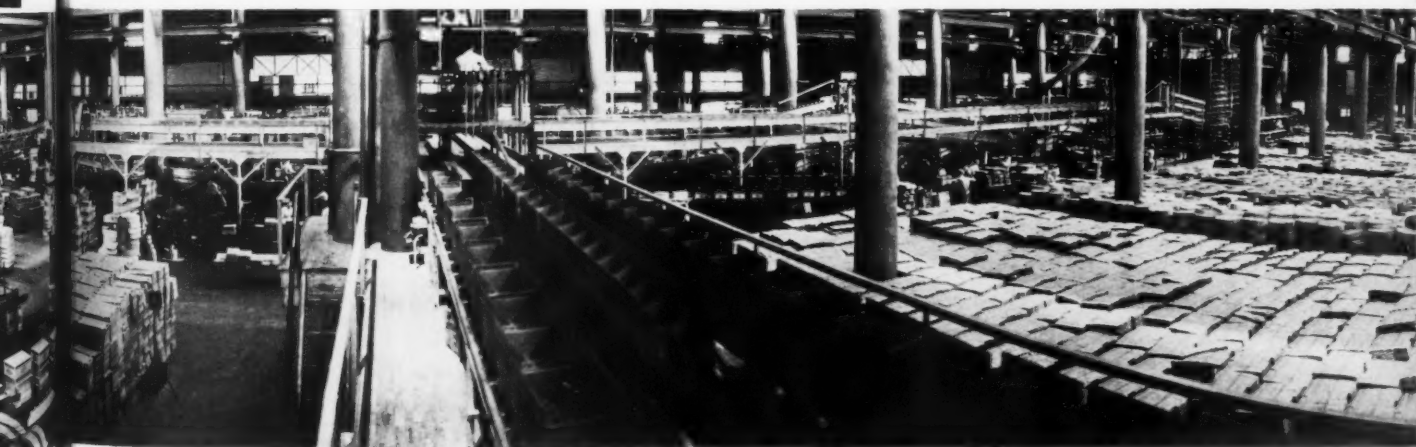
That was the packaging of beer in 1900, when

breweries were great, red brick buildings filled with the odor of sweet, damp moss but with not a single conveyor belt or packaging machine worth mentioning. In those days, manual skill accounted, for the most part, for whatever packaging was necessary.

The picture of methods used a little over twenty years ago in preparing beer for the market is presented in order to bring into sharp contrast the almost completely automatic methods of packing beer for the public in the present day Anheuser-Busch plant. The company has always kept stride with latest developments in offering its product to the public. With its present installation of new packaging machinery, the company is in the vanguard of brewers in effective methods of packing beer for a national market.

When the company made its most recent installation of automatic machinery the objective was a saving of labor together with (Continued on page 268)

Credit: Conveyors, Alvey Conveyor Mfg. Co. Case forming, filling and sealing machines, Standard-Knapp Corp.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To Burgess Battery Co.

The Burgess theft-proof vendor literally "rings the bell!" The metal and glass-front vendor is constructed like a cash register. Each time a customer pushes one of the three levers at the bottom, a bell rings, and a flashlight battery is deposited in the trough which runs along the front of the dispenser. This sound calls the clerk to make change and to complete the transaction. It also calls the clerk's immediate attention to the fact that someone is interested in obtaining a battery—either by purchase or other means. In the latter case, the vendor serves as positive protection against pilferage. Because flashlight batteries are temptingly small, pilferage on this item in the average store is a definite problem. Dealers have been enthusiastic about this dispenser which assures them the product cannot be stolen and at the same time allows both flashlight bulbs and batteries to be displayed without sacrificing visibility.

The vendor represents a completely new concept in regard to displaying and selling batteries and bulbs. Ordinarily, dealers keep these items on shelves or in other storage places, where the public has little chance of seeing them. If displayed, they are shown in open cartons or grouped about a poster. No great buying interest is centered on the product. The Burgess vendor concentrates the consumer's attention on the two items and holds it by means of several unique features: customers like to serve themselves and the cash-register action of the dispenser safely permits it. Each push of a lever vends *one* battery. The glass-front allows the customer to see exactly what he is buying. The bulb and battery testers on the top of the case permit him either to test his purchase himself or for the clerk to do so. There is no waiting around while the salesman hurries off to another part of the store to see if the bulb or the battery is in perfect condition. From the dealer's viewpoint, the dispenser has the advantage of ample space for complete lamp stock and a reserve stock space for batteries which is accessible through a door at the rear. The lamps are fitted into a series of

slots in the rear door, each slot carrying one size of lamp. Above the different slots the size of lamp is printed. If there is a change in the various stock sizes, a printed slip may be pasted in the space provided for this purpose. The Burgess Battery company makes the vendor available to dealers at a minimum cost, offering it on a deal with 72 batteries.

Credits: Designer, Howard H. Monk and Associates. Made by Advertising Metal Display Co.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To H. J. Heinz Co.

"Soup's on!" Millions of Americans have answered that hearty invitation at some time or other. It is a phrase that recalls pleasant farmhouse kitchens with a kettle of soup bubbling away on the stove and the delightful, appetizing aroma of good things to eat in the air.

But people in cities who lunch at soda fountains and snack bars are far removed from home kitchens and simmering pots of clam chowder or Yankee bean soup. However, there was nothing to prevent the kitchen being brought to them. And this is the idea back of the H. J. Heinz company soup kitchen. Complete even to a can opener, this latest model kitchen has opened many new outlets for the company's canned soups at drug-store fountains, in luncheonettes and the numerous places where people stop to eat.

The unit is of metal and has been designed for a minimum of space. There is room for it on the narrowest backbars. Three step-up rows of shelves hold a complete line of canned soups and these are kept constantly on display by a unique device. Each time a tin is withdrawn another drops in its place so that three tins of a variety must be withdrawn before a blank space shows.

The headpiece is constructed of natural oak, to resemble an Early American tavern sign. Printed under each horizontal shelf are the varieties of soup in the display-bins just above, while the headpiece features a bowl of piping hot soup. The bowl is transparent and an ingenious arrangement causes this to light up with the heart-warming, printed exclamation, "Soup's on!" while a bowl of soup is being heated. When the soup is ready to serve, a signal chime rings and the illumination goes out.

The unit is provided with two electric cups for heating the soup, and a rotary disc can opener is attached.

Heinz has given the name of "Americana" Soup Kitchen to this clever and practical counter unit and a U. S. patent has been granted on it. In recent years, store interiors have undergone marked changes and dealers have increased their knowledge of merchandising methods. The Heinz company has met these changed conditions with this unique and eye-appealing permanent display and serving cabinet.

*Credit: Designed by Kay Displays, Inc., and headpiece made by Kay Displays, Inc.
Parts assembled and the Soup Kitchen fabricated by Helmeo, Inc.*



ALL-AMERICA PACKAGE COMPETITION

AWARD

To National Silver Co.

Sometimes ideas that have played a major part in changing not only merchandising trends, but also the whole course of marketing certain products, have had their origins in far-flung fields. The dispenser which the National Silver Co. devised to aid in selling its King Edward bonbon server owes its origin to dispensers used by the candy and gum trade. For silverware to be sold by means of a dispenser was unheard of—manufacturers, dealers and the public alike had set ideas about how silverware should be sold. They were the usual conventional and traditional methods everyone had been familiar with for years. But the National Silver Co. decided it was about time to defy tradition. The company felt if the proper type of dispenser could catch extra nickels in drug, candy and cigar stores, there was no reason why the proper type of display dispenser in a silver department could not catch stray quarters—the price of its product, a silver bonbon server.

Accordingly, a simple cabinet was created, which represented the essential dignity of the trade mark, King Edward, and that of the silver department in general. The bonbon servers are packed in small wine-colored cartons, one-half gross to the dispenser with one server shown in the center of the cabinet behind a window of transparent plastic sheeting. The box for the silver piece is displayed on the front of the dispenser. Cartons containing the servers are stacked on either side of the dispenser. Imprinted on the edges of each carton is the trade mark, "King Edward Silverplate." Thus, the brand name is repeated over and over again and impressed on the customer's mind as he looks at the display.

Because the display dispenser has filled a real need in the silver departments of many stores, it has been highly successful.

Credit: Designed by National Silver Co. and made by Brooks & Porter.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Hulmacker Braiding Co.

You can dial a shoe lace from this tamper-proof dispenser as you dial a number on a telephone. It provides space for eighteen different sizes and colors of shoe laces, takes up a minimum of counter space, protects the merchandise from dust and dirt, saves the sales girl's time in keeping the shoe laces arranged as she formerly had to do in old-fashioned bins at a notion counter. At the same time, its visibility feature makes it possible for the customer to see the colors, sizes and lengths at a glance.

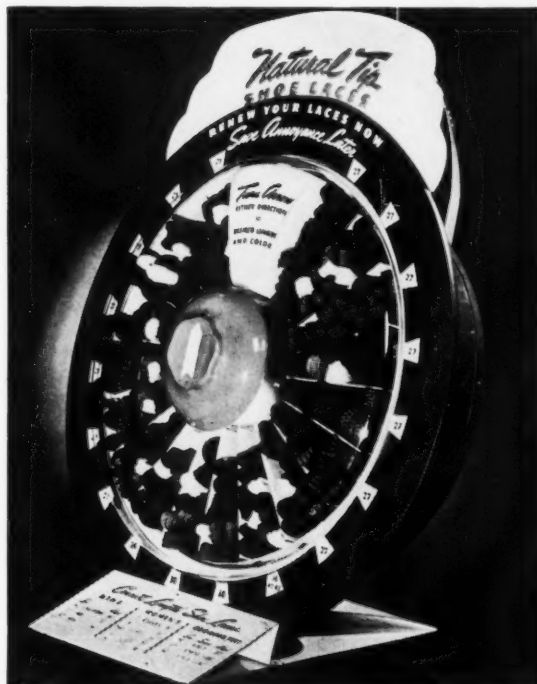
The dispenser is a combination of wood, metal and plastics. It consists of a metal chamber with eighteen divisions over the top of which fits a dome of rigid drawn transparent plastic sheeting. At one section of the plastic dome is a triangular opening. By turning the center portion of the dome by means of the dial handle marked with an arrow at center, the triangular opening can be revolved to any section and a pair of laces taken from it. Upon release, a spring device brings the dome back to its original position and the laces are again covered and protected from dust and shop-lifting.

The center dial handle and the wedged-shaped portion below the headpiece are all of plastic. Added eye appeal is provided by illumination from the inside of the unit. The headpiece has raised lettering in translucent red with a background of opaque ivory-colored plastic. The outer rim of this interesting unit is made of a light-weight wood.

Success of the display dispenser is indicated in the company's report that orders from distributors have already exceeded the initial quantity contracted for.

It is expected that the same general type of construction will be used for other products such as pencils, hair pins, lipsticks and a number of items where various colors and sizes must be kept separate.

Credit: Designer and fabricator, Design Center, Inc. Acetate sheeting, Monsanto Chemical Co., Plastics Division.





ALL-AMERICA PACKAGE COMPETITION

AWARD

To McCormick & Co., Inc.

If there is any time of the year when Americans drink tea, it's on a hot summer day when the very thought of a cool ice-filled glass of this amber-colored brew, topped off with a slice of lemon, reduces the temperature.

The McCormick Sales Co. put this thought into action last summer when they adapted this giant floor stand representing a tall glass of refreshing iced tea as the power-of-suggestion idea for displaying their packaged tea at the point of sale.

Two basic ideas were behind the construction of the giant display: first, to create a demand for the product at the point of sale; second, to meet the demand for making merchandise readily available to the customer.

The floor stand was designed at the proper height to attract customers in grocery and self-service stores. It is equipped with a shelf just inside the rim of the "glass" to hold the tea packages. Thus, customers are encouraged to pick up the packages as they pass the stand, and since this self-service selling idea is basic psychology in today's methods of merchandising, the success of the display was assured.

Grocers liked the stand, too, and gave it "long runs" in prominent places throughout the summer season. Some also used it for displaying related items in locations near fruit counters where there were lemons or near shelf and counter arrangements of packages of sugar.

Colors were true to life and visibility of the unit in a store was practically unlimited. It was also suitable for window and ledge displays.

Credit: Designer, James Harley Nash. Made by Einson-Freeman Co., Inc.



ALL-AMERICA PACKAGE COMPETITION

AWARD

To Rumford Chemical Works

Baking powder is a relatively slow-turnover item. The average housewife, for example, uses about eleven dollars worth of other ingredients while using up a 12-oz. can of baking powder in her kitchen. For this reason, baking powder is not always likely to get prominent display space in grocery stores.

Rumford Chemical Works, however, got Rumford Baking Powder right down off the shelf to a place right alongside Mrs. Shopper's elbow with this giant floor-stand reproduction of their package.

The front panel of the new Rumford can had such high visibility on the shelf, that a blow-up of it in full color was a natural when the company deemed the time ripe for new point-of-sale material to display its product. They didn't plunge into this program without careful research first. When they discovered the fact stated above, namely that the housewife uses about eleven dollars worth of other ingredients while using up a 12-oz. can of Rumford Baking Powder, they planned a floor stand that would offer dealers an opportunity to display with it a number of related items, such as flour, shortening, flavoring extracts, canned milk, etc. Further study in grocery stores determined the height and other dimensions which seemed most suitable for the display unit.

The floor stand, therefore, has a shelf platform at the top for several sizes of actual cans of the product—and dealers may use this shelf to include related products for display and sale. The stand will support a weight up to 100 pounds. It can be used not only for floor display, but in windows and on top of shelves and ledges. The red on the giant can matches that of the regular Rumford Baking Powder can.

The product package is allowed to tell the whole selling story as far as the stand is concerned. The company gets over the story of taste appeal in other point-of-purchase display items, such as counter display, store pennants, recipe folders, etc. Success of the giant package floor stand is told in the company's records of increased sales and in the generous length of time the unit has remained in a prominent place in grocery stores.

Credit: Designed and lithographed by Forbes Lithograph Mfg. Co. Cooperating designer, W. J. Chambers.



ALL-AMERICA PACKAGE COMPETITION

Columbia Baking Co.

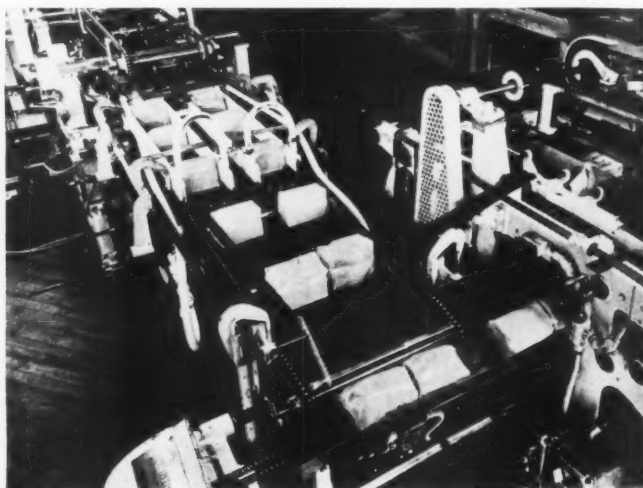
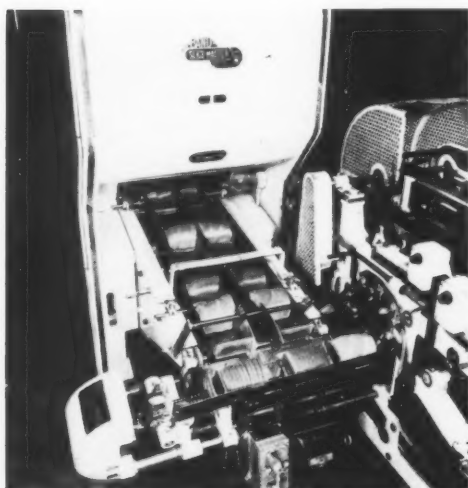
(Continued from page 125)

Research to check consumer reactions, then as a result, popularized its novel package through several campaigns using billboards, counter displays, advertisements in over 100 newspapers and on programs over 30 radio stations in the South.

A counter display unit which demonstrates Twin-Pack was distributed to dealers and the suggestion was made that it be placed near the cash register, since the idea of the pack itself was an economic one. The buyer was encouraged to save money by buying

the bread. The display is small and shows two hands, each one holding half a loaf of bread. Copy on the easel-backed card tells how the bread is packed and how savings are effected through its use.

The initial radio programs consist of one-minute recordings of old tunes like "Oh, Susannah," "Daisy Bell," and "She'll Be Comin' Round the Mountain" to which lyrics about Southern Twin-Pack have been set. These spot commercials as well as two subsequent series are used regularly over the radio.



The Dayton Rubber Mfg. Co.

(Continued from page 173)

for inspection. These displays offer the purchaser an opportunity to see and to examine without the sales person having to take belts out of packaged stock. After sale no further wrapping is necessary. Many distributors sell directly from display and replenish stock as needed.

(4) By careful choice of box sizes, the company was able to pack 40 different belt sizes into only six different-sized boxes.

(5) For additional convenience in handling, stacking and inventory, 10 V-belts containing the same

size belt are packed for shipment in a master corrugated shipping box. To facilitate quick matching of belt sizes, each shipping box, package and belt carry a matching number.

Success of this innovation is told in the following statement from the company: "At the time this packaging program was put into effect, we placed an order with our supplier which we felt would last us approximately 12 months. The idea was so well accepted it was necessary to re-order boxes within three months after the original order was placed."

READY NOW
FOR
WARTIME PACKAGING



ARMSTRONG'S NEW ECONOMY LINE TO SOLVE YOUR WAR PACKAGING PROBLEM

HERE MAY BE YOUR ANSWER to the problem of government limitations on packaging materials, whether you are using critical metal containers or heavyweight glass packages that may be unavailable. Armstrong is ready to supply you with a new line of Economy Lightweight Jars. They have been produced especially to meet wartime restrictions. Because they are simple in shape, even glass distribution makes them light in weight, yet they have adequate strength for service requirements.

This simplicity of design means that the initial cost of the ware can be kept at a minimum figure. Moreover, they have 58mm and 63mm finishes, which means a saving on closure costs of 16% for many packers now using 70mm caps. They will pack in newly standardized ship-

ping containers. Their light weight reduces freight.

Armstrong's Economy Lightweight Ware will be especially useful to food packers who face a mandatory change from tin to glass containers. They are strong, serviceable, and economical. They are made in a wide range of G. C. A. standard capacities. Smartly labelled and topped with lithographed Armstrong's Screw Caps, they will do a selling job for you.

Write today for samples and prices on your requirements. Get the extra service of Armstrong's Package Merchandising Department. Armstrong Cork Co., Glass and Closure Div., 916 Arch St., Lancaster, Pa.



**ARMSTRONG'S
GLASS AND CLOSURES**



(Continued from page 133)

The Loudon Packing Co. supplements the information to be found on the labels with counter cards, small posters, leaflets, streamers and square, colorful hanging cards on which the dealer may insert prices. These pieces of advertising material all carry the novel name of the product, pictures of vegetables, lithographed in full color and additional suggestions for uses of the drink. This material does a very special job in that it emphasizes the fact that the drink is just as good hot as it is cold. Most people consider a drink of vegetable juices a warm weather appetizer. In order to educate consumers to the fact that V-8 could be served hot with equal success, counter cards and hangers bear attractive pictures of the drink being used in various ways for warm and cold weather. "Some like it cold," and "Some like it hot," read the captions on illustrations for posters and cards.



(Continued from page 145)

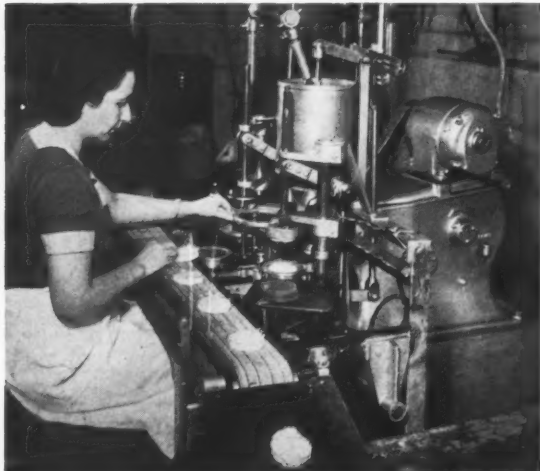
hand-operated casing unit equipped with metal jaws. The heated casings are placed over the jaws. The meat loaves are fed in from the back of the jaws. As they are opened, the meat loaf is pushed through them and then into the casing. Sales and profits from this new packing plan have been so successful in six of Cudahy's Middle Western plants that present plans are under way for expansion of this type of packing in the company's West Coast plants.



(Continued from page 143)

in the creating of suitable machinery for making the package was to hold the sheeting in proper shape during the cycle of forming the cup, flanging it, filling, putting on the top circle and heat-sealing the top circle to the side flange of the bottom circle to complete the package. The solution to the problem was found in designing and building of special machinery.

(Page 240)





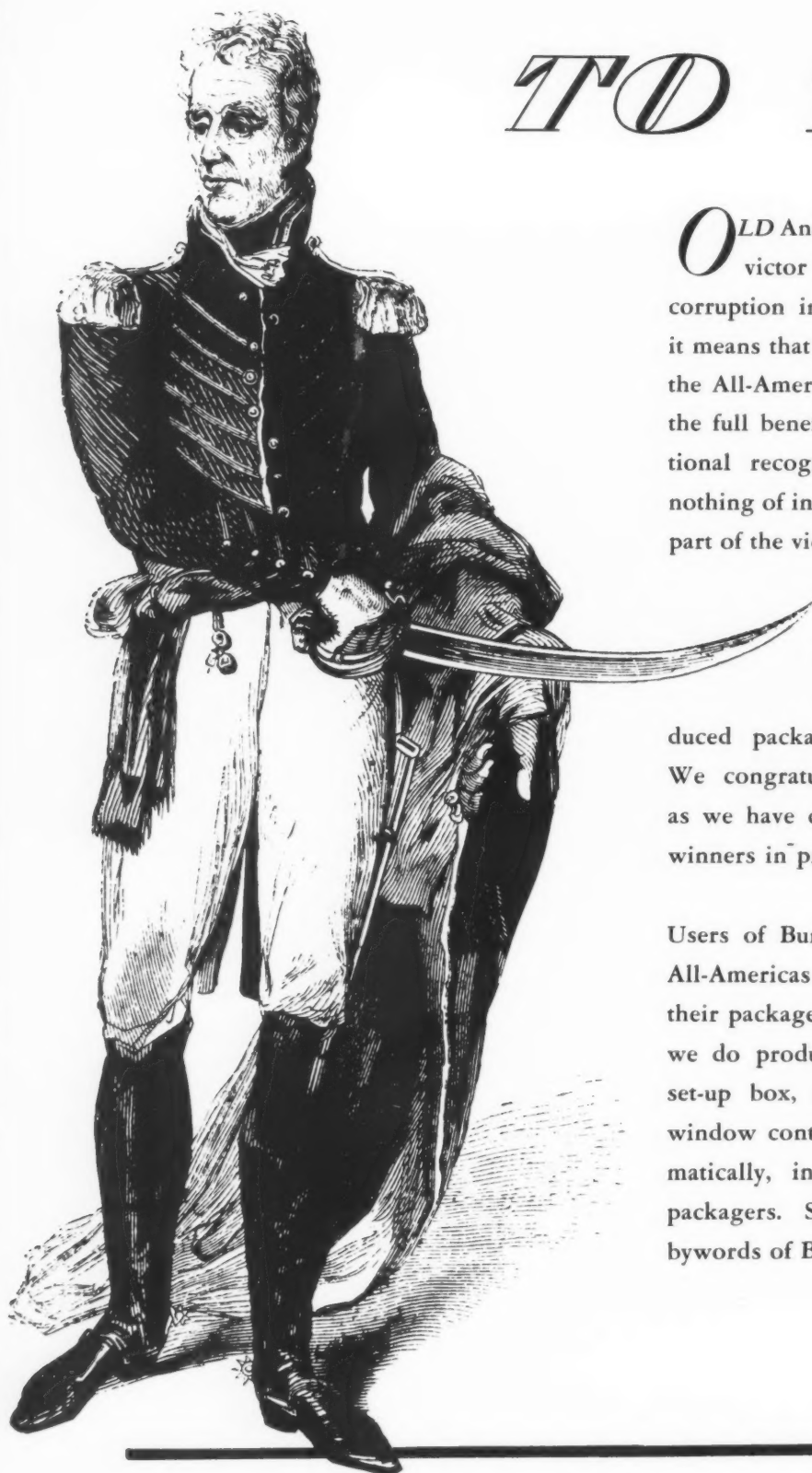
MILLIONS FOR SALES AND ADVERTISING BUT HOLD DOWN OUR PACKAGING COST"

EVERY once in a while a sales manager goes into a straight jacket because there "isn't any money to be spent on changing our package". Yet, the same men spend millions on magazines and newspapers . . . on the radio or posters . . . changing copy and design every month at least. Don't be afraid to change the design of your package . . . not your trade name . . . because smart merchandisers today know that designs must be abreast of the times . . . ahead of the times. Why not let Heekin packaging experts work with you to put more sales appeal into your packages?

THE HEKIN CAN CO., CINCINNATI, OHIO

Heekin Cans

Lithographed
WITH HARMONIZED COLORS



TO THE

OLD Andrew Jackson's dictum "to the victor belongs the spoils" can mean corruption in politics—but in packaging it means that winners of Major Awards in the All-America Package Competition get the full benefit of their achievement. National recognition and acclaim, to say nothing of increased sales and prestige are part of the victors' share.

This year it's Campana Sales Co. and Milkmaid, Inc. who used Burt automatically produced packages to win their Awards. We congratulate them both as heartily as we have congratulated Burt customer-winners in previous years.

Users of Burt packages seem to win in All-Americas almost as automatically as their packages are produced by Burt—and we do produce practically every type of set-up box, folding carton and display, window containers, etc., completely automatically, in great quantities for mass packagers. Speed and economy are the bywords of Burt Service.

Pictors

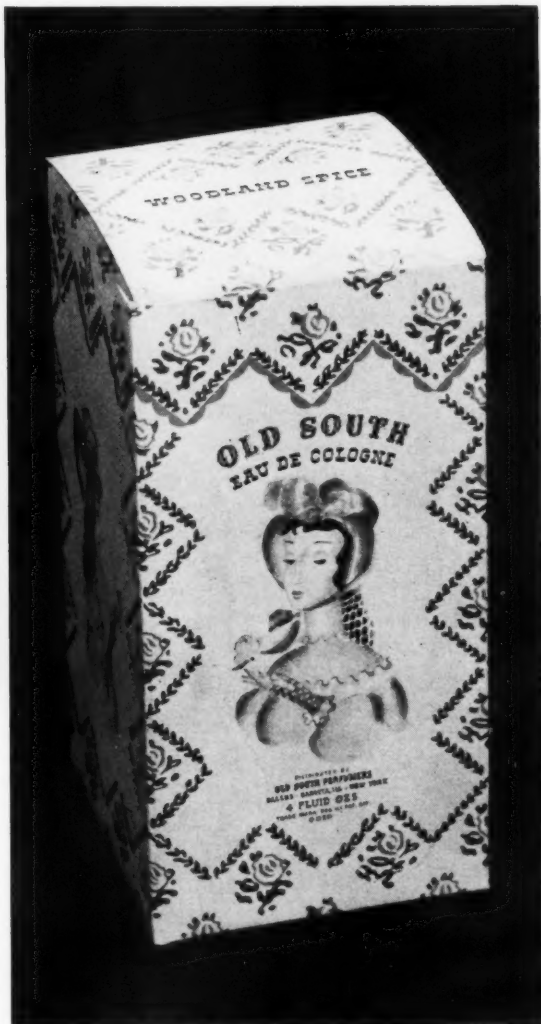


▲ MILKMAID, Inc. — Major Award — Cosmetics

The freshness of a dewy dawn down on the old farm is put into the Milkmaid line of women's toiletries. A new container slant on the women's angle. Another Burt customer to receive the highest award in packaging.

CAMPANA — Major Award — Cosmetics ►

Early American traditions—the Old South's ante-bellum flavor is recaptured by Campa in the packages of their Old South line of feminine toiletries and cosmetics. A deserving winner of packaging's accolade is this Burt customer.



E. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY • PHILADELPHIA • BOSTON
ST. LOUIS • ATLANTA, GEORGIA • CHICAGO
CLEVELAND • CINCINNATI • NEW ORLEANS
MEMPHIS • MINNEAPOLIS • KANSAS CITY
DANVILLE, CALIFORNIA (Near San Francisco)
A. G. Spilker, P. O. Box 126, Telephone: Danville 27

CANADIAN DIVISION: Dominion Paper Box Company, Ltd.
469-483 King Street, West, Toronto 2, Canada



ALL-AMERICA PACKAGE COMPETITION

Huyler's, Inc.

(Continued from page 139)

all kinds of materials, the entire project has been undertaken with these possible shortages in mind.

The packages show what attractive design and distinctive trade identity can be achieved by the use of a minimum of packaging material. The boxes are rectangular telescope set-up boxes. The printed tight wrap on the cover is similar to the design of the tiles on the front of the store in blue with insignia in white.



The gold ink which decorates the embossed trade mark and informative data, could be eliminated, if metallic inks became impossible to obtain, without changing the basic design. The bottom part of the boxes are tight wrapped in plain blue paper, which saves printing expense of this part of the container.

Boxes are tied with cotton ribbon sprayed with gold ink. This ink also could be eliminated if conditions so demanded. The wrapping paper, in almost the same shade of blue as the boxes, is printed in one color—blue with the crown and initial "H" in white. The boxes are designed without cellophane, because it was felt this might be difficult to obtain if the war is prolonged. Aside from the infinitesimal amount of metal used for the ink, no metal has been used for the packages. The boxes are all standard shape and can be made in large quantities without specially designed machinery. The packages are made in 1/2-, 1-, 2-, 3- and 5-lb. sizes.

From a material standpoint, the display units for the packages inside the store are interesting—cases of wood with mirror background. Color scheme is predominantly blue-gray, white and gold, the same colors as the packages. A giant edition of the new candy boxes serves as a combination display and selling unit. This rests on a teal-blue mount which continues as a baseboard to support the eye-level counters of white. Opposite the counters are gold-bronze bird cages, which provide flexible backgrounds for the different displays.

Sales girls costumes complete the tie-up of packages, architecture and display. They are blue with touches of white and include the Huyler trade insignia—the crown and letter "H."

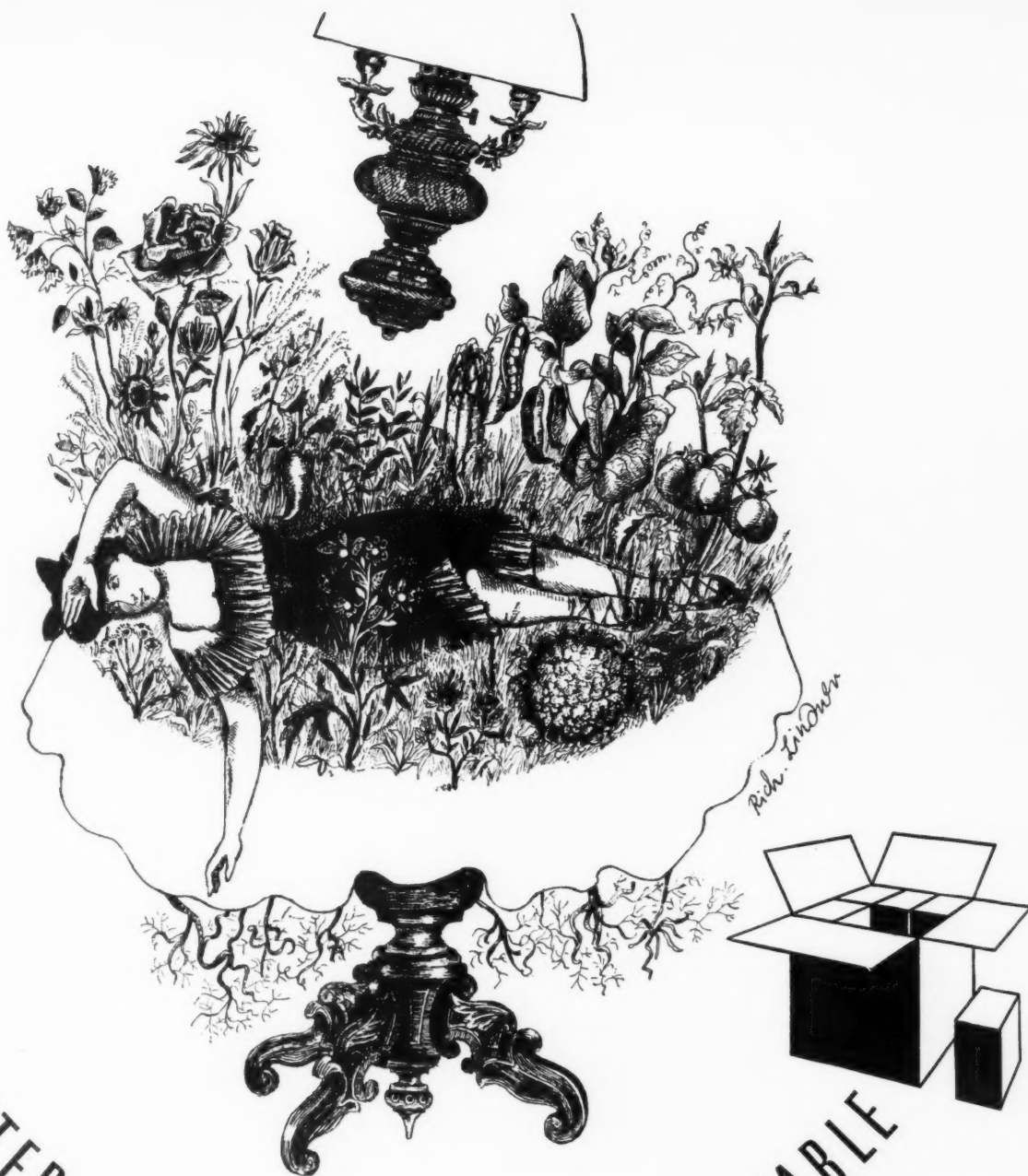


Yardley & Co., Ltd.

(Continued from page 165)

is no danger of breakage. The heavier articles are placed in the bottom of the kit and a separate tray holds such things as handkerchiefs, face tissues and the like. The kits are made in a wide range of colors so that they blend with either dark or light clothes. Their simplicity of appearance sets them apart from

elaborate but less efficiently planned cases. They represent also an achievement in packaging at a time when the supply of many materials has been severely curtailed. The kits are made by hand and are covered with leatherette and lined with synthetic moire type fabric—materials available under present shortages.



ETERNAL SUMMER ON THE TABLE

• Today, fresh and frozen foods go to market in every season protected by Container Corporation packings — packages produced under precise laboratory control from pulp to final operation.

CONTAINER CORPORATION OF AMERICA

CHICAGO, ILLINOIS, AND 22 OTHER STRATEGICALLY LOCATED CITIES

CORRUGATED AND SOLID-FIBRE SHIPPING CONTAINERS • FOLDING CARTONS • BOXBOARDS



(Continued from page 183)

When the box has been filled with cigars, a small sticker with the firm's trade mark is placed loose in the box. On the sticker is the price of the cigar. If the box is to be presented by an individual customer

Boxes of cigars for individual customers are wrapped in heavy brown paper and tied with dark blue twine. The mailing label is also brown and dark blue, with the trade mark in the same shade of royal blue. Because of their unusually handsome boxes, Rembrandt cigars have been featured in the cases of many dealers. The company uses very little display material, since the boxes themselves afford many opportunities for exhibit purposes. Every piece of display is planned for a specific installation and pieces are kept to a minimum. The company never uses human figures in its displays. "It is very difficult to express through illustrations of human beings the joy and satisfaction of smoking," is the reason given by the firm's officers for omitting such pictorials in display treatments. The one thing the company tries to impress upon consumers through display is the name, "Rembrandt." Usually the name, the firm's trade mark and the slogan, "A Masterpiece of Fine Cigars," are the three things appearing on every display piece used. This affords most effective continuity.

(Continued from page 203)

The unit is economically constructed of cardboard and the simplest of motors, and is intended to be moved from store to store, so that costs are greatly cut per showing. An efficient re-usable packing carton is an important factor. The same motion that attracts the public has also inspired salesmen and merchandising men to give the display extra care in handling. It also inspires dealers to expect it to be used for more than one showing. This shift from dealer to dealer works a little less smoothly than planned, the company reports, because of dealer reluctance to let it go. Ten showings for one display is not unusual.

LITTLE THINGS THAT MADE A BIG DIFFERENCE



William Painter's invention of the "Crown Cork" in 1892 revolutionized the sealing of beverages and resulted in the founding of The Crown Cork & Seal Company. So well thought out was this tiny closure of tin and cork, no improvement upon the basic idea has been made during the last 50 years.

Starting with the development of this revolutionary improvement in sealing beverages, there gradually emerged a trend which became CROWN'S established policy . . . that of anticipating customer's sealing needs and being ready to meet them with closures of improved design.

This is notably demonstrated by the 7 additional closure improvements shown here. Each of them was specially developed by our Research Engineers to do a specific job more effectively and more economically. All of them were brought to you *first* by CROWN!

CROWN CORK AND SEAL COMPANY, BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

CROWN'S PART IN WAR PRODUCTION
Building tripod mounts for anti-aircraft guns.

7 Closure Improvements CROWN brought you 1st.

. . . they have had far-reaching effects on sealing



2 MUIRSON LABELS

WIN TWO MAJOR AWARDS IN THE
ALL-AMERICA PACKAGE COMPETITION . . .





... FOR THE **THIRD** SUCCESSIVE YEAR



What makes modern design a "standard of excellence"? Approval and acceptance by enough people to establish a definite trend, style, and achievement.

The Muirson organization is constantly striving to develop and produce labels in keeping with the modern tempo. Though restrictions and curtailment of essential materials increase the difficulty of our task, there will be no curtailment of ingenuity—no let up in our efforts to serve to the best of our ability.

MUIRSON LABEL CO., INC.

BROOKLYN, N. Y. ★ PEORIA, ILL. ★ SAN JOSE, CALIF.



ALL-AMERICA PACKAGE COMPETITION

The Atlantic Coast Fisheries Co.

(Continued from page 131)

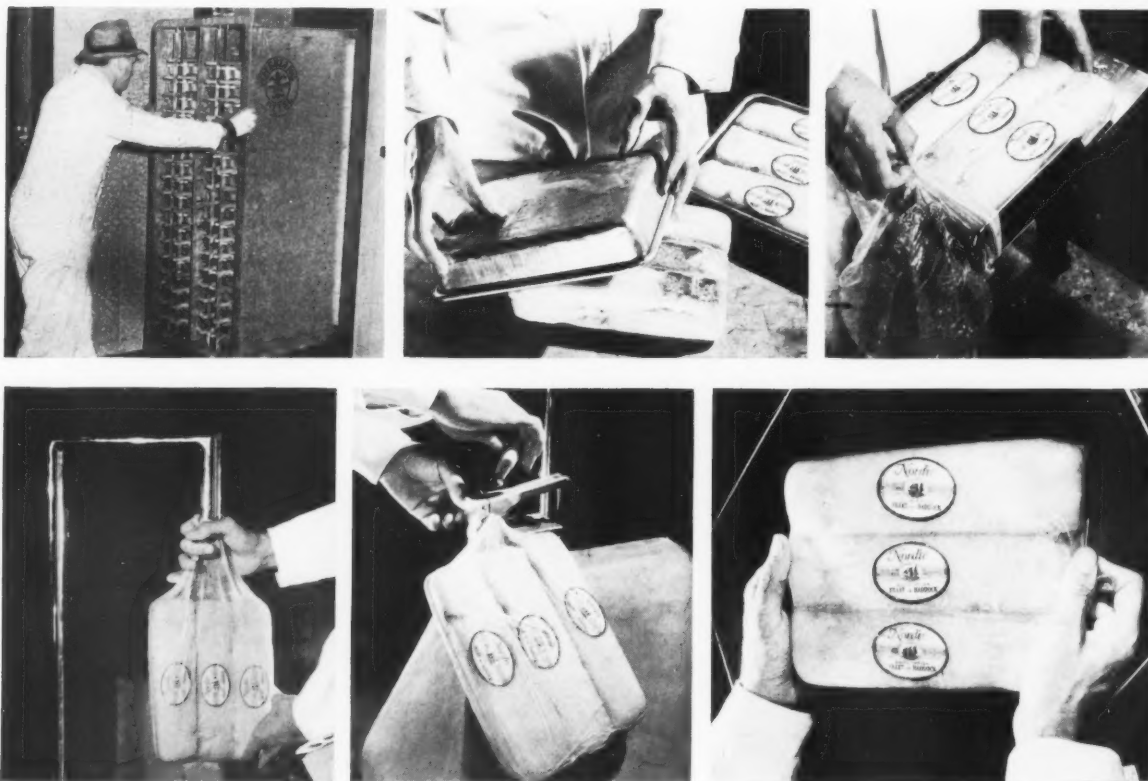
bagged and containing five to seven fillets. The individual cellophane wrappers and label for each fillet make a convenient, transparent consumer unit for each of the fillets.

For the "Nordic" layer fillets, the individual cellophane wrap is eliminated. The quick-frozen fillets are put without wrap directly into the latex bag ready for the vacuum pack. These units are for institutional sales and are particularly convenient for the chef since they save the time which would be required to unwrap each piece of fish. They also reduce slightly the cost of production, a saving which is passed on to the buyer.

The process of packing scallops differs from the one previously described for the fillets in that the packaging is done first and the quick-freezing after the containers have been sealed. The raw scallops are measured for weight and then poured into the package, which is lined with a bag. The cover of the corrugated carton has a tab on which the bag is caught and this provides self-locking. This bag was adopted by

the company for all bulk scallop production and its trade acceptance has proved conclusively the wisdom of the move. This is the "Cry-O-Pak" method.

The value of these vacuum packs for fish are many. They reduce previous storage hazards because they prevent reentry of air into the bag. In this way, the worst dangers to frozen food storage, dehydration, freezer burn, weight loss, oxidation, contamination and odor transfer are overcome. Fish so packed can be stored with other foods without risk of odor transfer. By keeping the natural moisture of the fish inside the bag, excessive frosting of freezer coils is reduced. Because no moisture can get out, there is no loss in weight. The process permits indefinite storage when properly refrigerated and the delivery of a tamper-proof package from producer to retailer. The natural color of the fish is preserved and the flavor is as near to that of "ocean fish" as can be maintained by man-made methods of processing. Fish caught in June taste just as good in December as the day they were caught, when protected by this packaging.

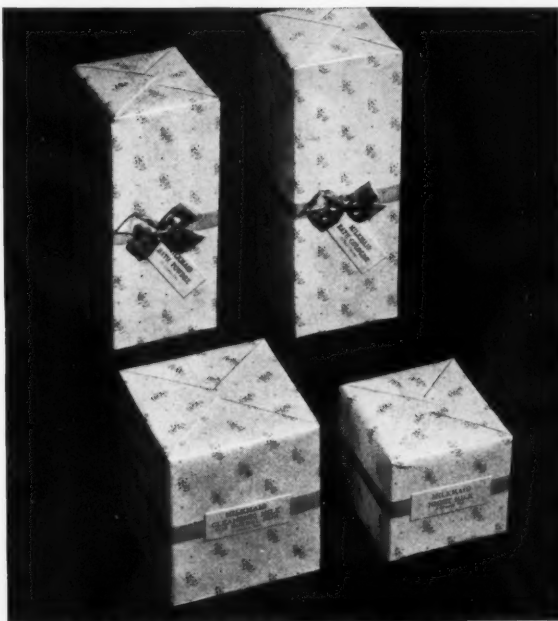


Ridgelo
CLAY COATED
BOXBOARDS

CONTRIBUTE TO THE WINNERS OF THE 11TH ANNUAL ALL-AMERICAN PACKAGE COMPETITION—
THANKS TO OUR CONVERTERS, TO THE JUDGES AND TO THE SPONSORS OF THIS CONTEST.



DRUG AND CHEMICALS GROUP
Sears, Roebuck & Co.
"Sears" Vitamin Cartons
made by Eastern Box Co., Detroit, Mich.



COSMETICS FOR WOMEN GROUP
Milkmaid, Inc.
Paper Boxes made by
International Folding Paper Box Co., Inc., No. Bergen, N. J.



FEEL FINE? Could be you've been taking "Sears" Vitamins cleverly cartoned in Ridgelo clay coated boxboard.

LOOK FINE? Might be the Milkmaid Cosmetic Line had something to do with it—boxboard is Ridgelo clay coated, too.



If you want bright, white, clean, smooth cartons—you need Ridgelo clay coated boxboard.

If you want efficient, grease or moisture resistant cartons—you need Ridgelo functional boxboards.

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

GET IN THE SCRAP! More wastepaper, magazines and used cartons are needed to make paperboard for necessary wartime packaging. Save your waste and sell it.

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H. B. Royce, Detroit
Gordon Murphy and Norman A. Buist, Los Angeles • A. E. Kellogg, St. Louis • Philip Rudolph & Son, Inc., Philadelphia



ALL-AMERICA PACKAGE COMPETITION

W. Clark Limited

(Continued from page 137)

of label was used, the label was often taken off and thrown away. Consequently, the package lost all product identity and the manufacturer lost all the promotional value that a package has when in the home. W. Clark, Limited, therefore decided to use a carton with a patented construction which enables the user to open and close the package with equal ease by the simple means of lifting a tab to open and by bringing a series of tabs together and pressing down to close the package. Brand and product identification are printed directly on the carton board, thereby eliminating the loss of identity. The hexagonal shape of the carton was chosen because it provides a convenient grip, facilitates emptying out the

desired quantity and also because the unusual shape helps to identify the brand.

In planning the macaroni packages, the company kept firmly in mind that these new cartons should be linked with all the other Clark packages. A white background is used on packages in the Clark line, therefore the new ones have considerable white surface, and the design ties in well with the general character of the labels on the Clark family of tinned goods—the line with which the firm is most familiarly identified. Colors are limited to red and black with yellow, with the design on the surface laid out so that it affords a “two-way display” when cartons are stacked on counters, in windows, massed in island

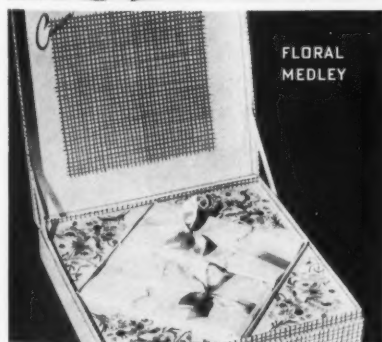
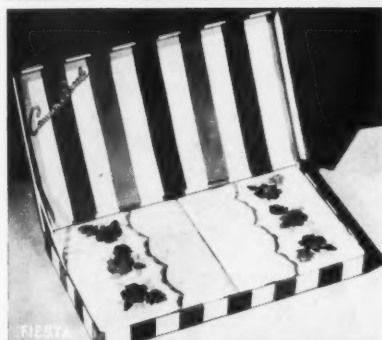




**THE 1941
ALL-AMERICA PACKAGE COMPETITION**

4-time winner in the Annual All-America Package Competition, CANNON MILLS, INC., received this year the only award made in TEXTILES classification.

DESIGNER: DORRIT OSANN



**34 YEARS
PACKAGING SERVICE**

For accurate, practical, volume production and dependable delivery service on these eight prize winning designs, Cannon Mills, Inc., chose High Point Paper Box Company.

For many years we have produced Cannon boxes, from machine-made folding and set-up boxes to intricate hand-made display and gift boxes.

Our extensive modern equipment, in the hands of experienced packaging experts, can produce a practical solution to ANY packaging problem.

HIGH POINT PAPER BOX COMPANY, Inc., HIGH POINT, NORTH CAROLINA



arrangements or shown on shelves. Appetite appeal was given by using realistic drawings of different types of macaroni, ready to be served. Variety is afforded by showing the product in a casserole on one side and on a dinner plate with a suggestion of a table setting on the other. A number of recipes are included on the panels as well as information on the product's nutritive values. Prominence is given the weight of contents by placing the figures "16-oz. when packed" on a solid yellow disc against the background of red and black so that it stands out distinctly and the shopper can compare the quantities quickly with those of competitive brands.

The trade mark is prominently displayed on both English and French panels in proximity with the manufacturer's name. As the product is distributed on a national scale in Canada, copy is carried both in French and English in order to appeal to the whole Canadian market.


The top of the package has a yellow circle on which directions for opening are printed. When stacked on the shelves with the ends out, the yellow circles

make effective bulls' eyes to draw attention.

Production of these cartons is entirely by machine and is very fast. Die cutting of the blanks is done at the rate of 1,900 sheets per hour. They are then folded and glued on a high-speed gluer which pre-breaks four of the six creases, folds and glues the cartons at the rate of 46,000 boxes per hour. Glued cartons are automatically tied in bundles of 50 and packed by hand in corrugated cases for shipment to the customer. In order to gain maximum attention value for the product while in shipment, the shipping containers are especially constructed to carry out the hexagonal theme and the surface is designed to tie in with that of the carton. The hexagonal shape of the corrugated container permits the packing of 31 cartons instead of Clark's former 30. While this means that the center box has to be removed after the case is loaded, if 30 cartons only are desired, it also means that on occasion, the Clark company may carry out a premium offer by leaving this extra carton in the shipping container and drawing the attention of the dealer, by a special sticker, to the fact that a free package has been included. Flaps on the corrugated case are cut to fold over at an angle rather than to meet in the middle. This is done to facilitate squaring up of the case for packing, provide rigidity in shipment, as well as to present a dust-proof closure.

The type of advertising of the whole family of macaroni products, repeated on the sides of the corrugated shipping cases, is the same as that used on the cartons and on the promotional material distributed by W. Clark Limited.

L. Vezina, sales manager of the company, reports that due to the merchandising methods used in the introduction of the new modern package on the market, the results of the first nine months of operation showed an increase of more than 160 per cent over anticipated sales. Many new friends for Clark's products have been created by this well executed campaign.



TOP AWARD WINNERS • COSMETIC GROUP
1941 All America Packaging Competition

PACKAGES BY

Ritchie

for Old South Toiletries

DESIGNED BEFORE THE WAR, these prize-winning packages have since undergone a slight and hardly noticeable change in specifications. *Many* attractive, effective Packages by Ritchie now require less paper and other vital material, thanks to Ritchie design skill and knowledge of packaging substitutes. The development of substitute materials that permit design effectiveness is currently, we believe, packaging's biggest job—and it's one to which we are wholeheartedly devoting our time, our resources and our 76 years of packaging experience.

Help America Win Victory
Buy U. S. Defense Bonds and Stamps

W. C. *Ritchie* AND COMPANY
8843 Baltimore Avenue, Chicago

SET-UP PAPER BOXES
FIBRE BOARD
TRANSPARENT PACKAGES



ALL-AMERICA PACKAGE COMPETITION

Roma Wine Co., Inc.

(Continued from page 151)

in colors to harmonize with the individual labels. The neck bands are so made that they appear to be a part of the bottle itself. Unlike ordinary neck bands, these do not involve any extra effort on the part of the consumer to remove them—they need not be torn off before the bottle can be opened. To remove the band from an "Aroma" bottle, all that needs to be done is just to twist it and it will come off with the same movement that unscrews the closure. To complete

the attractive and fine seal for the wine are inner seals which cover the mouth of the bottle. These thin discs are glued to the top of the bottle and form an air-, dust- and tamper-proof seal.

In line with the company's decision to produce a complete new line of "Aroma" wines, it was considered necessary to design a new shipping carton. Case standardization for the entire line was effected by using only one type of case for all four varieties of the wine. No variation in printing appears on any part of the case. This enables the glass factory to produce cases for all the packages without having to vary the copy and without having to consider the type of wine which will eventually be packed in the case. The type of wine is designated by the application of a printed paper label affixed to one of the end panels of the case. From a design standpoint, the case is outstanding. It is actually very high in advertising display value. Fine lettering is used throughout. Although the printing is done in two colors, a three-color effect is obtained by overlapping the colors in a number of spots. The use of this type of color printing for application on shipping cartons is an innovation in the wine industry.

A special panel is provided on the case for the affixing of Federal tax stamps. The wine retailer is cautioned through printing on the case as follows: "Federal Regulations Require These Stamps be Destroyed when Case is Emptied." There is also a special panel for imprinting the winery's serial number.

Most of the Roma company's wines are packaged in its main plant at Fresno, Calif. This plant is considered to be one of the most modern and one of the largest of its kind in the world, with a storage capacity of some 20,000,000 gallons. The production lines for the bottling and labeling of the Roma wines are entirely automatic and the plant as a whole represents one of the finest examples of excellence of production, transportation and timing in the American wine industry. The complete story of the Fresno plant was told in the September 1941 issue of Modern Packaging magazine.

The company in presenting its wines to the public supplements its packaging with creative and coordinated display material. Several carloads of colorfully lithographed point-of-sale material were recently distributed throughout the country for use by the company's wine dealers to promote the "Aroma" line.

(Page 256)



IT'S TIME TO
PLAN...



Christmas PACKAGES

Plan **now** and buy your Christmas box covering paper **now**. More than ever before, early selection and purchase is important. Merchandise properly packaged is half sold, and that is not a mere figure of speech. Differences in sales volume, ranging from 10% to 25%, on identical products have been directly traceable to differences in package appearance.

It is always profitable to select early and to buy early. Now it is of vital importance.

NASHUA GUMMED and COATED PAPER COMPANY

Dept. M - 4, Nashua, New Hampshire



Nashua is a **complete** source of packaging materials — not limited to any single group or type. Whatever your requirements may be, call on Nashua.

The above swatches show only a few of our many designs. Sample books or full size sheets will be sent on request.



Look for the Triangle **NASHUA** Sign of a Nashua Value



ALL-AMERICA PACKAGE COMPETITION

The Fleischmann Distilling Corp.

(Continued from page 153)

that has been blown into the glass in the front of the bottle. In this way it forms part of the design of the bottle itself.

This feature was embodied in the new bottle to make possible a worth-while saving of paper. The old bottle had to be wrapped separately in tissue to prevent the label from being scratched, soiled or otherwise damaged in transit. This is unnecessary with the new type of bottle. When one thinks of the thousands of bottles of Fleischmann's Gin that are bottled and sold each year, it is easy to imagine what a lot of paper this feature saves in the course of twelve months.

Another feature of the new bottle is the use of the same size label with the same wording for all size bottles. Packaging regulations require that the exact capacity appear on every bottle. Fleischmann observes this regulation by having the capacity blown directly into the glass, thereby eliminating different labels for different size bottles.

Apart from its contribution to our national conservation program, Fleischmann's Gin bottle has been designed for more effective display in line with the company's latest merchandising plan, which features "The Three Champions" of the Fleischmann line, Fleischmann's Bond, Fleischmann's Preferred

Blended Whiskey and Fleischmann's Gin. The new bottle carries out the general scheme used in the other two containers and thus fits better into the "family" picture, rendering it easier for dealer and consumer to recognize at a glance the individual members of the whole line.

The new Fleischmann family design appears in the most recent point-of-sale display advertising pieces, which are very popular with the trade. The lithographed window and counter displays, bar plaques, bar pourers, "Drink Suggestion" table tents and recipe booklets are extremely attractive and are proving to be excellent sales-builders for all three of these products.

Fleischmann's, as most people probably know, is the Pioneer American Dry Gin, dating back to 1870, when the heavy type of gin, which was taken neat, was prominent in this country. The popularity of dry gin for mixed drinks today is pretty conclusive evidence of the farsightedness of the founders of the Fleischmann company in developing this type of gin in those early days.

Reports from various sections of the country indicate a growing approval of the Fleischmann line and with this new and distinctive design still further development seems assured.



Sharp & Dohme, Inc. (Spasaver)

(Continued from page 157)

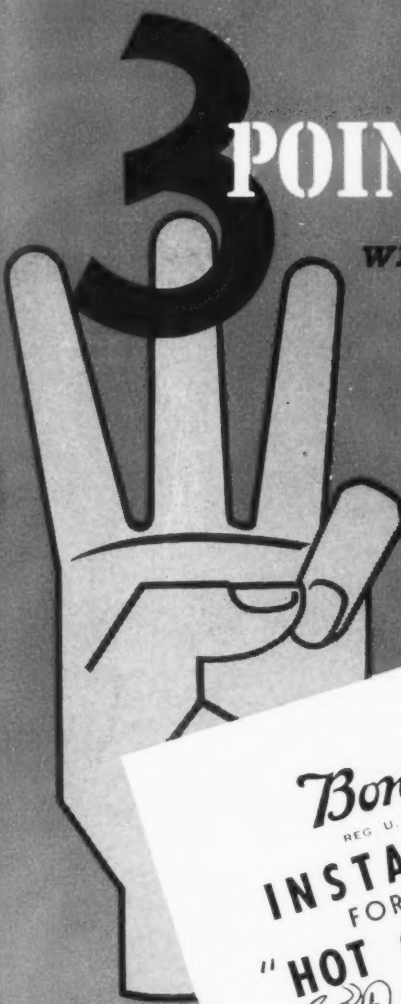


at all times. The label is lacquer-coated and can be easily cleaned with a moist cloth.

Another feature is the diagonal annealing line from corner to corner of the bottle. This improved design makes possible a smooth labeling surface.

The new label is very legible and covers approximately the same number of square inches as the old one. A blue label is used on all non-poisonous products which also receive a blue cellulose band over the plastic cap. Poisonous products, labels for which must be printed in red according to law, are correspondingly sealed with a red cellulose band.

This new space-saving bottle met with instant success when placed on the market, the Company reports, and has been greatly in demand ever since.



3 POINT PROTECTION

with **THERMOSEAL** and *Lamofilm*
REG. U. S. PAT. OFF. REG. U. S. PAT. OFF.

For their INSTANT MIX, a cocoa powder for making "Hot Chocolate", the Borden Company required three-point protection from:

1. **MOISTURE VAPOR**—this is supplied by Opaque Lamofilm, plus efficient heat sealing on each end of the package.
2. **FLAVOR LOSS**—Lamofilm's glassine base retains the delicate flavor of the product.
3. **SIFTING**—Thermoseal's positive closure guards against the loss of the finely pulverized contents.



Lamofilm
REG. U. S. PAT. OFF.

THERMOSEAL
REG. U. S. PAT. OFF.

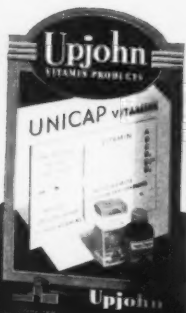


Benj C Betner Company

MAIN OFFICE - DEVON, PA.
DEVON, PENNA., RICHMOND, VA., OKLAHOMA CITY, OKLA.

Upjohn DISPLAYS
BY FORBES
MAKE ALL-AMERICA HISTORY
BY WINNING MAJOR AWARDS
3 Years in a Row

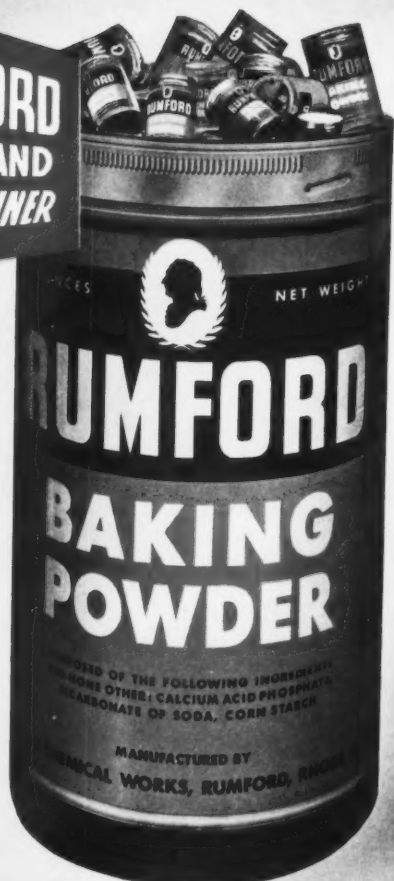
Upjohn
VITAMIN PRODUCTS



1941



**RUMFORD
FLOOR STAND
1941 WINNER**



1940 MAJOR AWARD WINNERS



1939

WINNERS OF Major Awards

WINDOW DISPLAY

To win major honors in the ALL-AMERICA Competition is an achievement . . . to win those honors THREE YEARS IN A ROW, is a *major* achievement. UPJOHN Window Displays created and produced by FORBES have been judged "tops" for three years — 1939, 1940 and 1941. Not only that, all of these displays have won profuse acclaim and appreciation of doctors, druggists and consumers all over the country. They've done a real selling and public relations job for UPJOHN products and UPJOHN prestige.

FLOOR DISPLAY

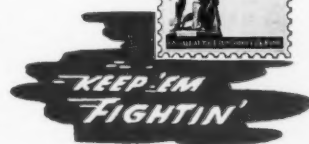
Of course this RUMFORD Baking Powder floor stand won top honors in the 1941 ALL-AMERICA Competition. . . .

It's a lithographed giant replica of product package and it develops real sales power as it stands on the dealer's floor, rubbing elbows with the waiting shoppers. A shelf platform in the top holds either an inviting jumble of various size cans of RUMFORD Baking Powder, or a display of related products.

As a dominant full-color reminder of the package, it is keyed to other display items distributed by Rumford Chemical Works (more Forbes creations).

FORBES originality, ingenuity and craftsmanship produced these winners . . . and are producing sales winners for many manufacturers continually. They'll go to work for you, too, if you'll say the word.

Buy DEFENSE Bonds and Stamps
Regularly . . . Share YOUR DIS-
PLAYS with our government . . .
devote a section to selling bonds or
urging other VICTORY effort action.



FORBES



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER



ALL-AMERICA PACKAGE COMPETITION

Sharp & Dohme, Inc. (Blood Plasma)

(Continued from page 159)

of frozen plasma is then subjected to a high vacuum in order to remove the water vapor without melting or softening the material itself. Advantage is taken at this step of the well-known physical fact that ice can be vaporized or sublimed under high vacuum without passing through the liquid phase. The necessary conditions for effecting this operation in practice are maintenance of a high vacuum by means of efficient vacuum pumps and provision for removal of the water vapors thereby liberated.

"The escaping water vapor may be removed by several methods, one of which is through the use of a condenser, the bulb being immersed in a freezing mix-

ture so that the water is frozen therein as fast as the vacuum withdraws it from the material. The temperature of the material under process is gradually raised, after much of the moisture is removed, until it reaches approximately 20 degrees C. or more. The dehydration is then continued until the residual moisture content is less than one per cent.

"Tests have shown that the biological activity and sterility of lyophile material are best preserved if they are maintained constantly under vacuum. For this reason the container is especially designed to maintain the desired vacuum after dehydration, and is so constructed that, into the neck of each container, there is inserted a tightly fitting rubber stopper. This is done under vacuum after dehydration is completed. When the rubber stopper is in place, the vacuum employed in the dehydration process is released; the containers are removed from the lyophilizing apparatus and immediately flame-sealed. The vacuum, until the container is flame-sealed, is maintained by the rubber stopper in the constricted portion of the neck; the



NO *dust-catchers* these!



VENETIAN BLINDS gather no dust when they're cleaned, polished and protected with VB, the specially prepared formula of the Windsor Wax Co., Inc.

Far from a dust-catcher on any store shelf is the attractive Crown Can in which VB is packed! For this new container... designed by Crown Can tells the sales story by devoting most of its area to picturing the very thing VB is meant to clean!

No matter how new or how specialized *your* product may be, remember that Crown Can welcomes packaging problems... stands ready to bring to bear on their solution all the experience of its staff, and all the enthusiastic spirit of cooperation which has played so important a part in Crown's climb to its present position among the leaders of the industry.

CROWN CAN COMPANY, PHILADELPHIA, PA.
Division of Crown Cork and Seal Company, Baltimore • St. Louis •
Houston • Madison • Orlando • Fort Wayne • Nebraska City



INDEPENDENT
AND HELPFUL

CROWN CAN



flame-sealing of the stem about one inch above the rubber stopper insures the maintenance of the existing vacuum indefinitely. The finished container, designated as a 'Vacule' flame-sealed ampoule-vial, combines the best features of a glass flame-sealed ampoule with those of a rubber-stoppered vial.

"After a suitable interval, the finished 'Vacule' flame-sealed ampoule-vials are tested to demonstrate the presence of adequate vacuum. Every container receives such inspection and all containers which do not meet specifications are discarded. As with all biologicals, samples of the finished lyophilized blood plasma are tested for sterility and safety. After all the requirements and tests of the National Institute of Health have been met, the product is then made available for use by the physician."

With each "Vacule" ampoule-vial of dehydrated plasma a container of sterile distilled water is supplied. When the package is to be used, the neck of the plasma vial is filed and broken off at the mark just above the rubber stopper, the distilled water is then transferred from its container by the use of a double-pointed needle which is supplied for this purpose. One end of the needle is inserted through the rubber stopper of the water container and the other through the stopper in the ampoule-vial of dried plasma. Sufficient vacuum is present in this vial to draw in all of the distilled water. The plasma is thus rapidly restored to a liquid state and becomes essentially the same as fresh plasma.

The ampoule-vial and the bottle of distilled water



are each enclosed in stout fibre cans for protection. Also included in the unit is the intravenous outfit for administering the plasma. All of this equipment is packed in a metal-edge box.

In tests to show whether the packages were sufficiently protected from breakage and moisture, Navy flyers dropped bundles padded with crepe paper and containing four of the packaged plasma units from a parachute on to a landing field, and three similar bundles sealed in envelopes of Pliofilm sheeting into the Delaware River where they were picked up by a Navy boat. The contents of all the packages were unharmed by the drop and untouched by the water.

This unique process of dehydration and preservation was followed by Sharp & Dohme in the "pilot" lot of 15,000 packages of dehydrated blood plasma supplied by the American Red Cross to the Army and Navy. This program of building up a national blood plasma bank for use in war and disaster was increased to 200,000 units and has been further increased recently to 1,000,000 units.

Blood plasma, so processed, was used at the time of the torpedoing of the destroyer *Kearney*. It was flown by plane from Iceland and parachuted to the scene of the attack. At Pearl Harbor, too, it was used extensively in the treatment of shock, burns and hemorrhage, and since that time has probably found use wherever American military forces are located.

Thus, in war as in civil medical practice, blood plasma processed and preserved by this method is saving countless lives which otherwise would be lost.



COOKED IN IT'S OWN PACKAGE!

MAJOR AWARD • Meat Products

With this innovation in packaging, we again produced a major award winner—this time for Kingan & Co. in the Meat Products Division. Contributing to the efficiency of the packing process, this package with its Pliofilm inner wrap, acts first as a mould, then as a cooking container. No weight, juices, vitamins or minerals are lost in the process. Later, its sturdiness delivers the product just as it left the packing plant. Can you ask more of any package?

But there is more! The boxes are attractively printed in a combination of six colors, providing a wealth of merchandising appeal.

The restricted use of some packaging materials will bring increased demand upon paperboard production. Cooperating with the war effort, our staff is now directing its skill to the development of essential packaging through the most conservative use of available materials. Let us consider your problem.



THE OHIO BOXBOARD CO.

RITTMAN, OHIO

SALES OFFICES:

RITTMAN

CLEVELAND

PITTSBURGH

NEW YORK

CHICAGO

APRIL • 1942

265



ALL-AMERICA PACKAGE COMPETITION

Old South Perfumers

(Continued from page 167)

Natchez-under-the-Hill was in its glory and broad, rich fields of cotton blossomed about the plantation homes with their great, white pillared piazzas.

Initially only a few items in the Old South line were introduced. Acceptance was immediate and enthusiastic. In spite of the limited number of items in the line, the first several months developed more business than older lines had enjoyed in their first complete year. The past year, during which newer packages were placed on the market, has shown increases running from two to three hundred per cent, the company reports. Not only have the packages won an en-



thusiastic initial purchase, but repeat business has taxed the company's capacity to replace them.

In designing Old South cosmetics, authentic styles, habits, customs and manners were carefully observed. The containers are replicas, in so far as possible, of old pieces. The cologne bottle reproduces a Waterford glass decanter. The talcum powder container is a reproduction of an old Sheffield muffineer, a castor that used to show up promptly every day at tea time. It held the sugar to be sprinkled over hot, buttered muffins. Like much of the glass found in American homes in the first half of the nineteenth century, some of the glass for Old South containers is milky white, decorated with what is known as hob nails.

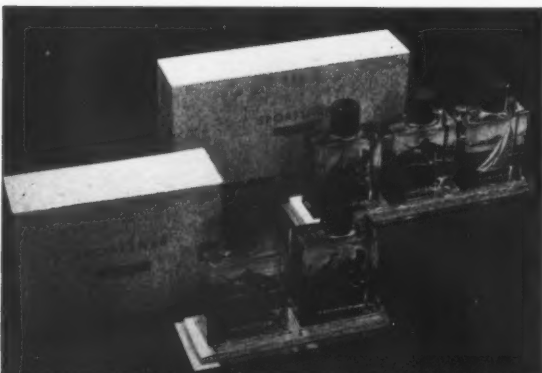
The four sachets are in a box made to look like a picture album and three bottles in an attractive box are called "Virginia Reel Trio." The boxes represent another outstanding feature in the planning of this line. Instead of one design being amplified or changed to suit the cartons and boxes for each individual item, each one has its own nostalgic story or atmosphere, carefully carried out to lend enchantment to the story of the Old South. Each group of packages or single item is a new and different sequence in a story, rich in tradition, so that the collection is an ever-new and ever-changing play upon the main theme.



John Hudson Moore, Inc.

(Continued from page 169)

detected. The background is applied to the back of the bottle to give an impression of depth and movement and to heighten its dramatic quality. The designs have all the character of original oil paintings and are reproduced on the bottles by the silk screen process. An average of eight colors are reproduced through this process—about twice the number which had heretofore been considered the maximum that



could be reproduced well on containers like these.

The glass bottles themselves are sturdy, rectangular ones with bases large enough for steadiness when standing on dresser or bathroom shelf. Closures of natural wood top the bottles and carry out the definite masculine feeling of the bottles and the designs. A closure of molded plastic is inside the wooden one and screws on to the neck of the bottle. Any possible leakage is thus prevented. A set of two or three bottles, packed in an attractive box, makes a handsome gift for any man.

Stores usually exhibit Sportsman toiletries, three in a group, in a lighted display unit placed near men's casual suits or in the sports departments where the bottles harmonize well against a background of fishing tackle, hunting jackets, wading boots and the like.

(Page 266)

CONSERVE
Paper and Board
for Vital War Needs



THE MASON MAILER
SAVES PAPER, BOARD, TAPE

*Requires No Wrapping,
Tying or Sealing*

The MASON BOX COMPANY
ATTLEBORO FALLS, MASS. N.Y. OFFICE 175 5th AVE.



ALL-AMERICA PACKAGE COMPETITION

W. A. Sheaffer Pen Co.

(Continued from page 187)

The bottle seal is enhanced by a double bearing of the pour-out on the gasket opposite inner and outer edges of the lip.

The assembly of the pour-out, cap, gasket and vent tube, together with the application to the bottle, is actually more rapid than that of the former two-piece pour-out, chiefly due to perfect thread molding. Fluid and air-vent passages are entirely separate. For the first time, a rigid vent tube conducts air all the way to the air-space in the bottle without bubbling it through the liquid. This feature prevents wavering of the fluid stream and eliminates gurgling.

The construction and wetting properties of the spout are such that, as the bottle is tilted toward the upright position after pouring, the fluid is cut off sharply without drip.

Small bottles of ink usually become messy and caps freeze on them before the contents are half used. The Sheaffer company found this was sometimes true

of its own two- and four-ounce bottles. Changes were necessary to transform the company's older packages of these sizes into clean, economical, generally satisfactory ink bottles.

First: The mouth of the two-ounce bottle was increased to permit the incorporation of a well which is large enough to fill the average fountain pen.

Second: The contour of the lip of the bottle is a combination inner-edge sealing bead and two steps. These stop the seepage of the ink from the seal to the bottle threads and the impression on the liner is deep enough to stop the flow of drops as the cap is removed or applied.

Third, and most important, a special cap liner was also developed for the new bottle. This consists of a centered ink-repellant sealing disc firmly adhered to an absorbent paper backing, leaving a "magic circle" exposed to soak up fluid before it can reach the cap or bottle threads and cause trouble.



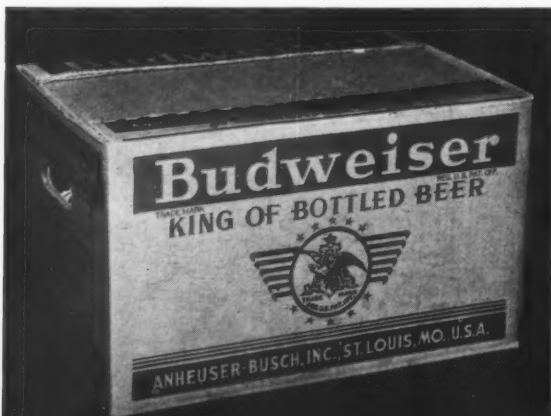
Anheuser-Busch, Inc.

(Continued from page 225)

dollars and cents. The installation comprises a series of machines—conveyors, case filling machines and sealing machines. The corrugated container arrives at the plant already printed with the typical Anheuser-Busch brand and production identification. An operator opens the case and places it over a wooden form. The form then travels on to a top gluing machine. As the case passes through this machine, glue is applied to the flaps, they are folded and the case is sealed. Traveling by conveyor, the case receives the corrugated partitions and is ready to receive the bottles.

This conveyor takes the container directly to the bottle packing machine where 24 bottles of beer are automatically packed in the cells in the case. Each bottle fits automatically into its own cell where it is fully protected against jostling and breakage.

Filled with its two dozen bottles, the case goes down the conveyor to a sealing machine. Here the final sealing is done. The machine closes the top flaps firmly and the case is ready for shipment. A conveyor carries it down to the freight cars. The whole packing operation has thus been made almost entirely automatic. Speed and uniformity of packing and consumer convenience are the result.





**Major
Prize Winners**
CLASS OF '41



ANY CONTRIBUTION to the successful attainment of All-America Package Awards gives SHELLMAR real satisfaction, year in and year out. But a greater ALL-AMERICAN satisfaction is the privilege of being able to employ SHELLMAR resourcefulness, materials, equipment and personnel in an "all-out offensive" against the unusual trends and ever-changing requirements of the packaging problems facing Uncle Sam and John Doe today and every day



SHELLMAR
PRODUCTS COMPANY

224 South Michigan Avenue
CHICAGO, ILL.

MOUNT VERNON . . OHIO
PASADENA . . . CALIFORNIA

3115 Empire State Bldg.
NEW YORK, N. Y.



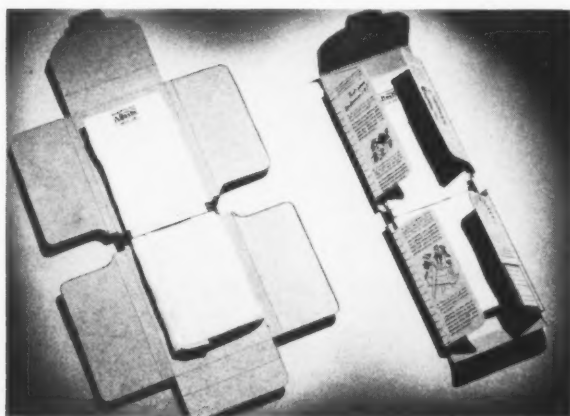
ALL-AMERICA PACKAGE COMPETITION

The Atlas Underwear Co.

(Continued from page 195)

as a display unit on counters, the package is high in gaining consumer attention and in affording brand identification. It folds outward in screen-like fashion and takes up but little space for adequate display of product. As a major device in drawing consumer attention to the Atlas brand of men's underwear, the company used an action display unit. Such a unit

comes high in arresting attention, particularly when it involves a certain amount of participation by the shopper. An actual pair of shorts is used in the display and these are arranged in such a manner that a handle, operable from the outside of the display by the customer, may be turned to demonstrate the high degree of elasticity of the garment.



International Silver Co.

(Continued from page 191)

The new shape was chosen because it fits comfortably into the average buffet drawer in the home. The shape has also proved advantageous in store display. Its more modern appearance attracts the eye and it is possible to show the tray in a vertical

position. Special wire supports are provided against which the tray may be set in order to display the silverware in the most attractive manner. The well known "1847 Rogers Bros." brand identification appears on a metal strip at the bottom of the tray.



Thebest Mills Co.

(Continued from page 197)



dry during the swim and, most important of all, to bring the wet suit home again without damage to car or clothes.

This swim suit bag has proved to have a powerful sales appeal. The company reports that in spite of the fact that the 1941 swim suit season was well advanced when they started to feature their "Beautiform" swim suits packed in this special merchandising bag, the suits in this attractive and re-usable package proved to be the sales leader of the season.

(Page 270)

What a SET-UP Box can do



SPECIAL ARMY PACKAGE



Sharp-Dohme Package
MAJOR AWARD
ALL AMERICA
PACKAGE COMPETITION

Two recent Set-Up Paper
Box Creations by
Walter P. Miller Co., Inc.
Phila., Pa.

The Major Award won by our customer Sharp and Dohme in the All-America Package Competition for their packaging of rapidly lyophilized human blood plasma, and the Special Army Plasma Package, are just two examples of what set-up paper boxes—intelligently designed and well made—can do.

The protection, appearance and economy of this type of packing are available to all those confronted with

new packaging problems in connection with the war effort or essential civilian supply.

For many years we have supplied the best answer—through set-up paper boxes—to a wide variety of industries. We offer our technical advice, experience and facilities to packagers wishing to take full advantage of the set-up paper box. Tell us *your* problem. No obligation is involved.

Walter P. Miller Company, Inc.

Paper Boxes

452 York Avenue • Philadelphia, Pa.





ALL-AMERICA PACKAGE COMPETITION

Sears, Roebuck and Co.

(Continued from page 161)

etc., has a blue on white color scheme; Group 2, products of a more competitive nature, such as, aspirin, effervescent tablets, etc., has yellow and blue on white; red and blue on white are used for surgical goods; Group 3, the feature group—vitamin products—has red, yellow and blue on white. The ease with which each type of product can be told from every other is an aid not only to the seller but also to the buyer.

The clean blue and white cartons and fresh colors of the packages have an antiseptic appearance that

inspires the consumer with confidence in the reliability of the pharmaceuticals. The informative labeling has been incorporated in the design itself and is presented in its most readable fashion. With wise choice of few and the right colors, the keeping of package shapes at a minimum, the simplifying of the design pattern and using it to unify the line, Sears, Roebuck and Co. has fused its drug products into an amazingly effective and outstanding merchandising unit which proclaims its product's identity quickly and sharply.



Cascade Frozen Foods, Inc.

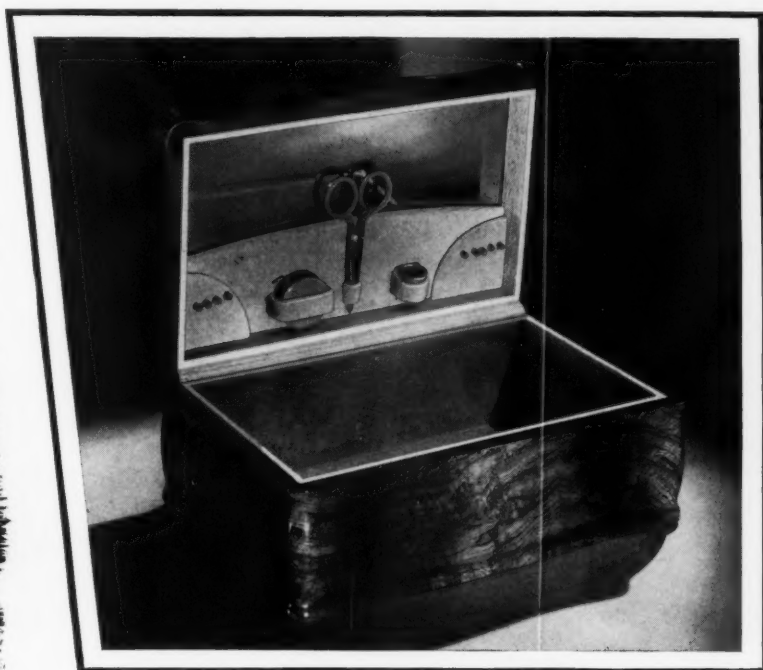
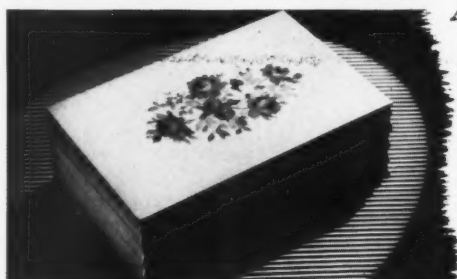
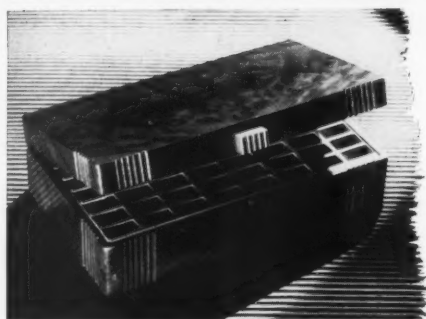
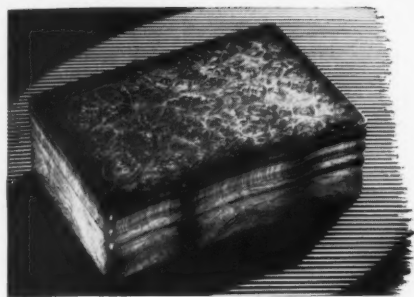
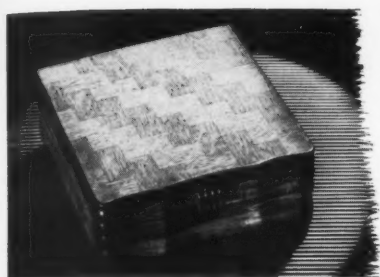
(Continued from page 129)



present Jack Frost wrapper is the result of over six months of intensive research efforts. The basic sketches were submitted to several manufacturers of wax wrappers, but it developed that an actual photograph of the wrapper could not be reproduced satisfactorily on waxed paper. Cellophane was finally tried with successful results. The design was created and produced for the entire line of approximately 17 items by using photographic reproductions made by the rotogravure process.

The fruits and vegetables are reproduced with mouth-watering realism and have eye and appetite appeal for the consumer. The whole idea of the quick-freeze process is presented by the droll Jack Frost character, readily familiar to everyone, and the trade name in letters, from which icicles appear to be hanging, across the front panel. A money-back guarantee is printed on one side and instructions for correctly cooking the contents occupy the back panel. Prominence is given to the authorized U. S. Dept. of Agriculture "Grade A" quality of the food in a simulated seal on the front of the wrapper. It is the first wrapper of its kind to be used in the frozen food industry. Speed of production is possible because the cartons are automatically filled and then wrapped by machine in the cellophane.

The package not only serves as its own silent salesman, but it also gives the broker, distributor and the retail clerk something definite to sell. All the reasons why a customer should buy this particular brand of food are told on the wrapper. The company reports in less than a year, sales under the new label increased 250 per cent.



PACKAGES OF PERSONALITY

AS INTERPRETED IN WOOD BY PILLIOD

Here's one packaging substance that retains unspoiled the warm personality and sheer beauty of nature itself.

Subtle patterns — ever new, always lovely, some of them a century in the making—can be applied to your big packaging idea. Pilliod can also show you a variety of pretested packages that add new desirability to your product. Include wood in your new packaging plans . . . go back to nature for your packaging "natural."

THE PILLIOD

CABINET COMPANY • SWANTON, OHIO

THE FINEST PACKAGES GROW ON TREES



ALL-AMERICA PACKAGE COMPETITION

Marsh Wall Products, Inc.

(Continued from page 175)

carrying an additional sales message, is placed between the layers of samples. The outside appearance of these small kits is a duplication of the full-size boxes in design, colors and laminated surface. A folded color-chip chart, showing all available colors, is included with the samples.

Dealers have found these kits extremely practical both for use and for display and they have expressed approval of the complete packaged sales story, be-

cause it is easily retold to clients and helps to sell Marlite installations for them. Cost of sampling has been materially reduced both in relation to increased sales and from the replacement standpoint, the Marsh company announces. Factory salesmen who distribute these sales-sample kits have found them a strong talking point and report that they keep their Marlite sales story alive during the time between calls on their customers.



Petri Wine Co.

(Continued from page 155)

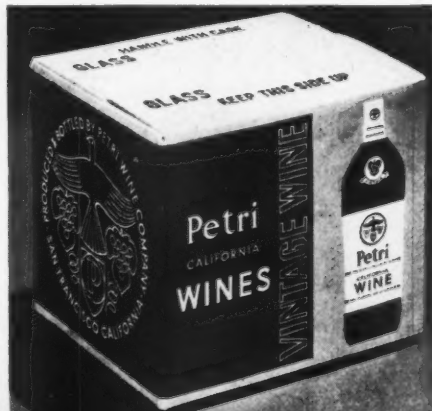
of a figure denoting an expert bartender imparts an air of professional acceptance to the product on which the salesmen have capitalized. They refer to the wire man as "Maxie the Mixer." This has become a direct tie-in with the company's advertising and the results have been gratifying in every market, the firm reports.

Another display which is correlated with the new package is also a pilfer-proof unit. It was designed

to create a mass merchandise effect in which the display piece itself vanishes, leaving only the merchandise. In this way, the full appetite appeal of color and beauty in every type of wine is brought out. By showing each bottle separated from its neighbor, the label and shape of the bottle are brought into full view and are afforded their maximum selling effectiveness.

When the bottles are shown in windows and on counters and the dealer desires to make a small display grouping of a few of these bottles, he is supplied with colorful neck pieces which fit on each bottle. These show a glass of red wine. The trade mark motif of conventionalized bird and grapes and a replica of the Petri bottle are used on the shipping containers which are of corrugated board with the imprinting done directly on the board.

The Petri Wine Co. reports that ever since the introduction of the line of packages with their various promotional materials, there has been a gradual increase in sales. This can mean but one thing to the company—that the new wine packages have met with enthusiastic general public acceptance.





SEE THE
NEXT 4
PAGES

THE 1941 ALL-AMERICA PACKAGE COMPETITION has universal significance.

For even more important than individual entries—developed in *peacetime*—are the ability and versatility which they demonstrate. Here is the packaging industry's proof of resources and resourcefulness great enough to meet the needs of the Nation's economy in *either* peace or wartime.

Owens-Illinois is proud to present the record of its customers' achievements in this competition.

OWENS-ILLINOIS GLASS COMPANY
OWENS-ILLINOIS PACIFIC COAST COMPANY
OWENS-ILLINOIS CAN COMPANY



Award
 Drug and Chemicals Group
 SEARS-ROEBUCK & COMPANY

BOTTLES AND CAPS SHOWN, A PART OF THE APPROVED LINE, SUPPLIED BY
OWENS-ILLINOIS GLASS COMPANY
A Part of Owens-Illinois Packaging Service

Award

Women's Cosmetics, Toilet
Preparations, And Articles Group

CAMPANA SALES COMPANY



Award

Stationery & Supplies Group
W. A. SHEAFFER PEN COMPANY

BOTTLES SUPPLIED BY

OWENS-ILLINOIS GLASS COMPANY

A Part of Owens-Illinois Packaging Service



Award

Oil, Paints and Varnishes Group
SHELL OIL COMPANY

CANS SUPPLIED BY

OWENS-ILLINOIS CAN COMPANY

A Part of Owens-Illinois Packaging Service



Award

Wines and Liquors Group
ROMA WINE COMPANY, INC.

BOTTLES AND SHIPPING CASES SUPPLIED BY

OWENS-ILLINOIS PACIFIC COAST COMPANY

A Part of Owens-Illinois Packaging Service



ALL-AMERICA PACKAGE COMPETITION

J. C. Eno (U. S.) Limited

(Continued from page 221)

tightening operation. The bottom of a suction pipe is at the inside neck when the tube is in its topmost position. The foreign particles removed may be parts of metal, pieces of excelsior, dust or dirt.

McLean's toothpaste is packed in three sizes—large, medium, and small. For each size tube there is a differently shaped tube holder. The tubes are preshaped for the filling by the tube holders and the mandrel mentioned previously. Thus, this equipment does not depend on the paste itself, or on the closing mechanism, to give proper shape to the finished tube. It will also handle practically all standard sizes of collapsible tubes and also special types for fluid products.



In less than 20 minutes, the machine can be changed from one tube size to another. All the tube holders are already assembled on their individual chain and all adjustments on the machine are made with special gages. Equipped with eight folding stations, the machine will produce single, double, triple or quadruple fold on the closing end. The last folding station is equipped with corrugating parts and can also be fitted with interchangeable dies for numbering or lettering for coding purposes.

At the filling station, the tube is lifted in the same manner as the cap tightening and cleaning. As the tube nears its topmost position the open top lifts a ring, which releases the pump action and the filling starts. If no tube is at the filling station, the ring remains stationary and the pump does not move. Thus, no tube—no fill, and the operator does not necessarily have to fill all the tube holders as an empty tube holder will in no way interfere with the operation of the machine.

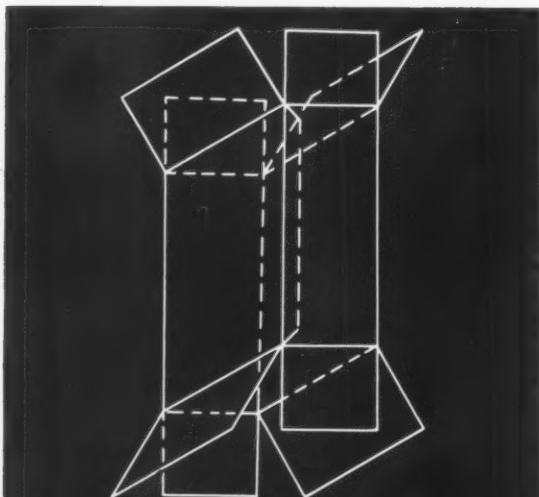
Should a damaged tube be fed to the machine, it will stop automatically when the tube gets to the cap tightening station. The damaged tube will buckle up against the mandrel and an automatic switch will immediately stop the machine. The same thing takes place if anything goes wrong at the filling station.

Completely filled and sealed tubes leave the machine by conveyor which takes them to a table where women operators pack them by hand into cartons.



Miller Cereal Mills, Inc.

(Continued from page 223)



glue system. Small supplies of cartons may be stored in knocked-down form until ready for use, if desired. However, one of the great advantages of the present installation is the fact that cartons may be run off as needed. No space is necessary for storing a supply of shells to last over a long period. The storage required for roll paper is infinitely less than that required for purchased shells. Control of the amount of shells is also effected. Because the shells are more uniform, various packaging difficulties are eliminated.

After the cartons are filled with cereals, they are automatically wrapped in printed waxed paper.

(Page 280)

1941
All America
VITAMIN PACKAGES
 MAJOR AWARD WINNER—DRUG FIELD

The entire line of Vitamin Cartons, Labels, and Boxes in the Sears Roebuck award winning group are made exclusively by Eastern Box Company—

Our packages have the "Customer Appeal" so necessary today.

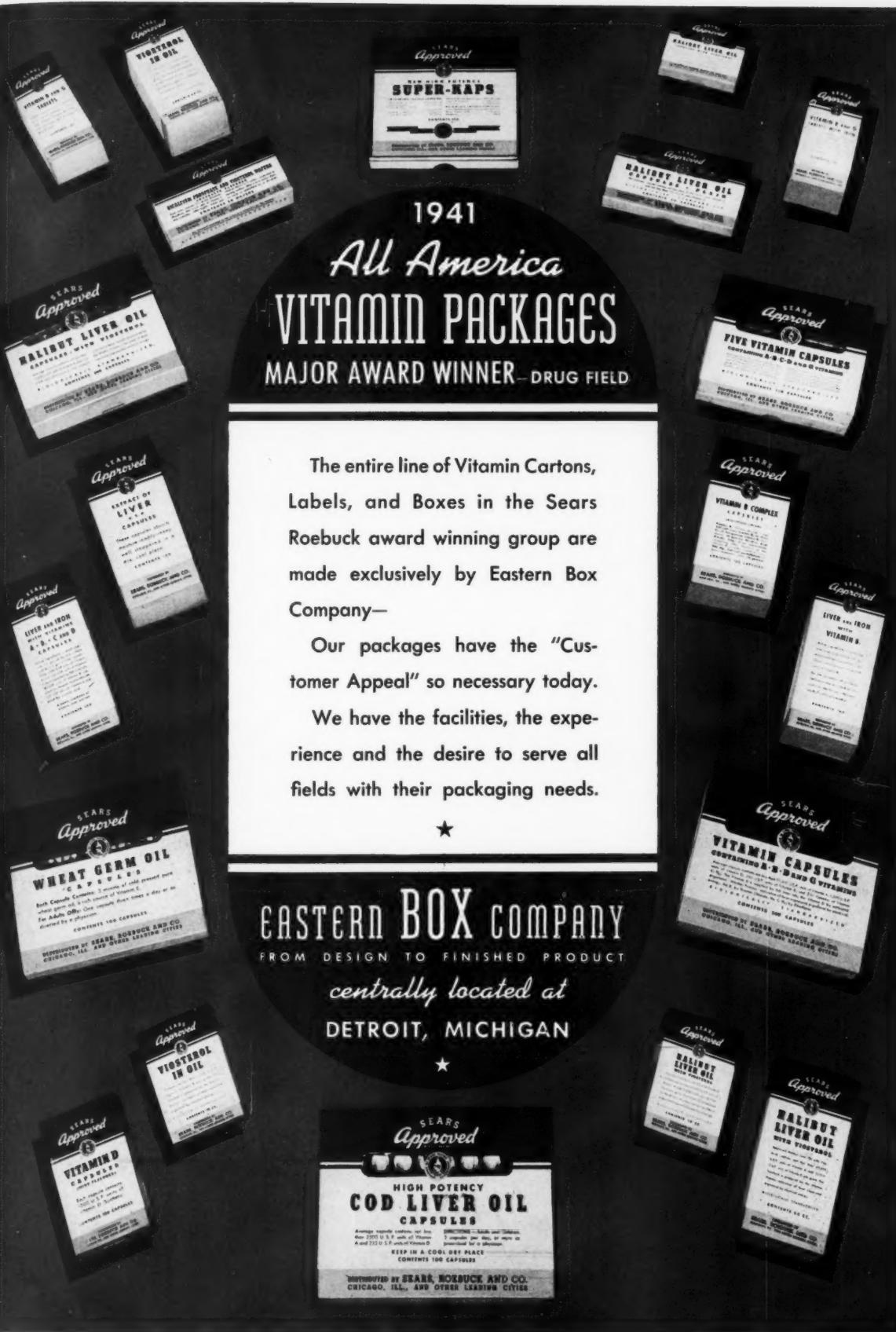
We have the facilities, the experience and the desire to serve all fields with their packaging needs.



EASTERN BOX COMPANY

FROM DESIGN TO FINISHED PRODUCT

centrally located at
DETROIT, MICHIGAN





ALL-AMERICA PACKAGE COMPETITION

Jacques Kreisler Mfg. Corp.

(Continued from page 189)

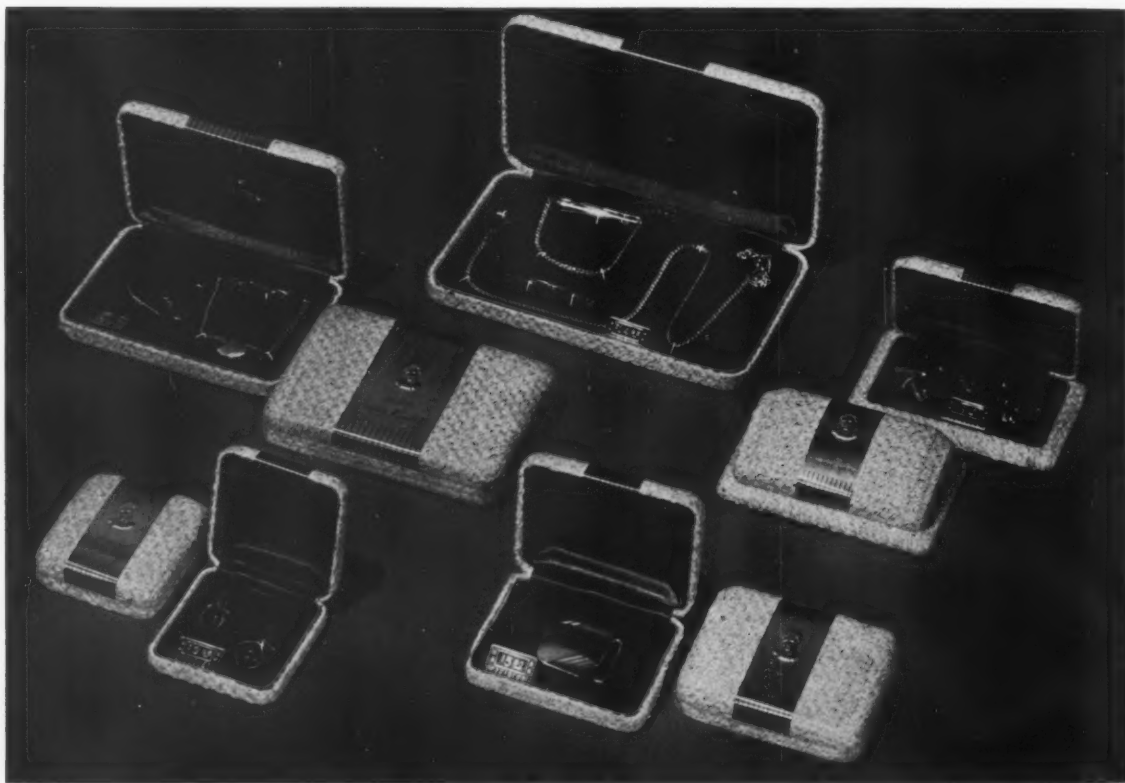
the boxes and the materials used to cover them. Hoods of rigid transparent plastic sheeting afford full visibility of the contents. An outside carton is imprinted to round out the color and design theme.

The company reports that the trade reception of these items in their handsome containers was so enthusiastic that sales increased 100 per cent over the previous period when the older style packages were used. In fact, the packages were so effective that many requests were received, which the company had to refuse, of course, for purchasing the package only, in order to box similar merchandise carried in stock by dealers.

For the line of more expensive men's jewelry, the company has a family of smartly tailored boxes, covered with monk's cloth and having as a single, clean-cut decorative motif, a band of copper. These boxes also represent a redesigning of the previous

year's packaging family, which had been to some extent competitively imitated, in order to eliminate certain objectionable features embodied in the former boxes. The new packages do not soil easily and there is little deterioration of the covering material even over a long period. No new tools or dies are required for making the boxes and this fact represents considerable saving in bringing out the jewelry in its distinctively new dress.

The monk's cloth gives the boxes durability and the etched copper band, embossed with company symbol and logotype, affords a feeling of quality and style. An added touch of luxury is obtained by placing the jewelry on a transparent velvet pad and enclosing the entire box in a finely finished carton with a personal gift card. Exclusiveness of the package is guaranteed through a design patent and the use of the tones of copper and the metal itself is





CHRISTMAS GIFT GIVING

An "All-American" custom—this year greater in meaning, greater in practice—and greater in morale value—a worthy business to promote and share in.

Prepare NOW for this greater than ever Christmas Gift market. Make a "gift" of, or step-up the "gift-value" of your product with a deluxe SMITHCRAFTED container—designed especially for your product, for greater value impression, greater dollar return.

SMITHCRAFTED containers can be had in small or large quantities (1M to 100M or more) of unrestricted materials—wood, fibre board, black plate (replacing tin) and of wrap materials among which necessary substitutes not only afford the same, but in many instances greater beauty and distinction of package for which SMITHCRAFTED containers have always been noted.

See us at the PACKAGING EXPOSITION—
Booth 11, or WIRE for particulars.

THE S. K. SMITH COMPANY

71 N. WESTERN AVENUE

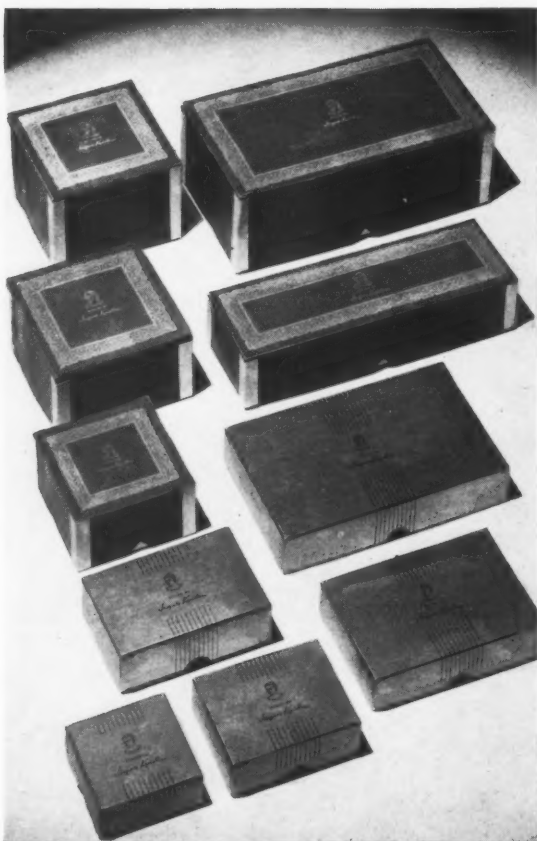
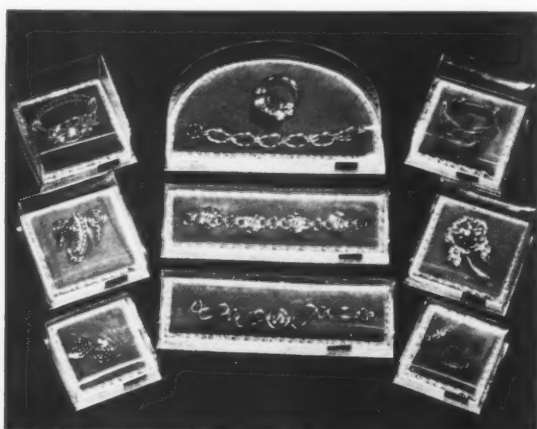
CHICAGO, ILL.

New York Office, 52 Vanderbilt Ave., MUrray Hill 9-8290



in keeping with the popularity among men of copper-colored gold jewelry. Voluntary commendation from retail jewelry dealers, plus window display and counter high spotting of the packages, has brought about the greatest increase in sales and made the biggest sales year since the company's entry in the field of men's jewelry, according to the company's statement.

To duplicate this metal box in a less expensive package and to furnish an alternate for them, Kreisler created a line of paper boxes. A photograph was made of the monk's cloth and a hand-cut embossing



die prepared to simulate the texture of the woven cloth. Wraps were printed and embossed so effectively that the paper boxes tied in perfectly with the metal package. Used as an alternate for the less expensive items, these paper boxes make possible lower price brackets for the line with a consequent result in large quantity purchases.

Among the specially constructed display units used by Kreisler is a "stylelector" watch band unit which has been found to be the company's most effective point-of-sale display. It provides the retail jeweler with a theft- and dust-proof counter stand that draws attention and allows easy selection of bands. The case is made of basswood, finished in clear lacquer with copy in two colors imprinted by the silk screen method. A hinged glass top acts as a window to expose eight of twenty watch band cards which are held in place on a blue elastic continuous conveyor. The conveyor is operated by an external knob which the customer may turn in order to make his own selection.

Another unit which stimulated tremendously the sale of watch bands is the rotator counter case. It is also constructed of basswood, but has a window of rigid transparent plastic sheeting. A dozen watch straps may be seen at one time. They are mounted on standard wood-grain finished cards, three of which are held in position on the revolving drum. A large, laminated control disc is turned to rotate the drum, while control stops for the three sections bring each group of straps at a time into view. The unit is theft-proof since the only access to the straps is through a drop-leaf door at the back. An extra drawer, also in the back, provides stock space for additional merchandise.

One of the most adaptable of the Kreisler displays is that composed of a series of welded steel wire rings. Although constructed particularly for the showing of men's jewelry packages, it is so correlated that any Kreisler box may be demonstrated to advantage in it. The base of the unit is small enough to fit the limitations of space in the average jewelry store's window or counter. A large selection of boxed merchandise may be shown in it without the appearance of crowding. Design balance, composition and symmetry were carefully considered and easels were so constructed that each box is framed by a copper ring. A maple wood base is lacquered to match the color of the package lining and silk-screened with copper-colored lettering. These display units proved so popular with dealers that an entire year's supply was called for in a period of five months.

Kreisler packages as well as display units have received unanimous trade acceptance and in many cases great stimulus was given items, such as the watch straps, because dealers found that they could be effectively high spotted. Retailers were also enabled to display both metal and paper packages in large mass arrangements and still retain consumer recognition because of the wise carrying out of family resemblance.



BEAUTY AIDS *in*

BUILDING MORALE

With all the driving force—the unity of power and strength of movement in building for defense our sense of artistic values and harmony in living become distorted and in a sense unnecessarily depressed.

We, who are given to create the things that satisfy the finer instincts, have in these trying days an ever greater responsibility to hold to the beautiful and help build morale. . . .

Our designers are ready to co-operate with you to meet changing conditions.

The box-top design shown on the preceding page is suggested for use on confections, dusting powders, or any other quality merchandise container.

RICHARD M. KRAUSE, Inc.

Fine Labels - Box Tops - Wraps - Color Printing Etc.

52 EAST 19TH STREET
NEW YORK CITY



Where paper[★] serves sales and production

Papermaking for soap wrappers must provide more than immunity to discoloration of alkalis. Modern wrapper design for all-over color lithography requires paper for surface printability. Wrappers to run on high speed automatic machines require paper substance for maneuverability. These are conflicting requirements. They are united, thanks to *truly level*, in one paper!

Truly level is a natural process. It is produced while paper is on the machine. No after-processing. Nothing added. It endows paper with a surface affinity . . . more receptive . . . more retentive . . . more faithful to superimposing, impregnating, bonding,

laminating substances and materials.

Fitchburg Truly Level Base Stock Papers feature different chemical and physical properties. *Truly level* contributes the ideal base stock *foundation* to these custom-made papers. It streamlines them to aid both sales and production.

When something new is added to a foundation paper it creates a potential post-war

market. What is your dormant sales-research development problem? Let *truly level* activate it! Here are groups of foundation papers developed by paper research for alert printers, lithographers, packagers, converters:

ALKALI PROOF PAPERS★

for soap, chemicals, dyes, etc., or wherever an alkali condition exists

BOX WRAP

including Snowwhite-Stiktite, an exclusive Fitchburg development

GUMMING

with the strength and surface qualities for your particular needs

PRINTING PAPERS

Uniform register on "Fitchburg Finish" aids printer and lithographer

COATING BASE STOCK
for flint, friction and plate finishes. Special grades for greeting card, printing and embossing

LACQUERING PAPERS
with a surface specially adapted to lacquer applications

BOARD LINING
and Combining Papers, both free and ground-wood, for board mills and box makers

FOIL MOUNTING PAPERS
developed after years of research

PYROXYLIN PAPERS
High super finishes to secure best results with minimum of coating solution

Fitchburg Paper Company

250 PARK AVENUE, NEW YORK CITY Mills: FITCHBURG, MASSACHUSETTS 31 SOUTH LASALLE STREET CHICAGO

Amazing new germ killer

Said to have phenol coefficient of 15, wide application for packaging materials and is being studied as possible chlorine substitute where chlorine is not required as a bleach

"It is within the power of man to make parasitic maladies disappear from the earth," the great scientist, Pasteur once prophesied. For nearly a century that prophecy has been a challenge to every scientist who works with germs. Someday, some one will win the challenge.

Among latest developments in this science of agents which bring about a high degree of germ killing power is a new germicidal concentrate. Its discoverer is a man named Leo Rampel. He calls it Perm-Aseptic.

Possibilities for the application of such a substance are so vast that if all the claims made for its killing powers could be substantiated, its uses would affect practically every phase of the struggle against micro-organisms from germ warfare to germs that grow in paper containers. In the treatment of materials used in packaging—paper, textiles, coatings, adhesives, plastics—wherever bacteriological control is an important protective feature—this new substance will have wide uses.

This substance is said to have 15 times the killing power of phenol and to possess germicidal activity under an astonishing variety of conditions. To be sure we were not being carried away by the excitement of a scientific "scoop," Modern Packaging made a check through some of the country's leading laboratories. Various reports indicated that this substance appears to have a universal application wherever it is necessary to maintain safe bacteriological limits.

Through the cooperation of Mr. Rampel, Modern Packaging is privileged to bring its readers the first published data on these experiments. We present them in the hope that they may prove to be of great use in the packaging industry.

Viewed in a bottle, this substance is an innocuous-looking liquid—odorless, tasteless, colorless. It is non-toxic under proposed conditions of use and relatively stable. Present indications are that this substance may be a control measure where any unwanted bacterial changes are brought about.

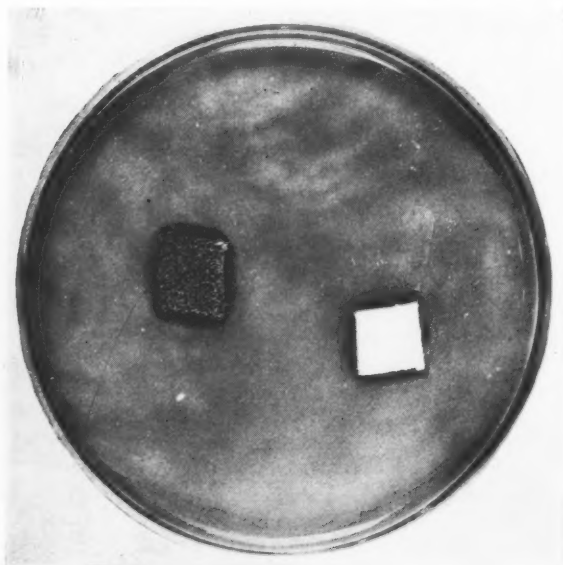
For want of a better descriptive term or one that might be too revealing, Mr. Rampel has called it a "transparent dye," because it has an affinity for fibrous and plastic materials similar to a dye.

Its peculiar advantage lies in the fact that it is just as efficient when dry as in solution and its germicidal qualities appear to be as lasting as the substance itself, according to Mr. Rampel. In every instance where it has been tested, it has not only killed all test micro-organisms within its penetration area, but has inhibited subsequent growth on materials treated with it—in the case of fabrics, even after 40 washings—on tooth brush bristles, after 700 washings. It will not only kill bacteria, but certain fungi as well. It has appeared to have no deleterious effect on materials treated with it. It is not an insecticide.

In the field of protective packaging, the possibilities for the application of this formula in microbiological control are vast. Already in defense industry it is being studied for its possible use in the treating of sandbags to control the growth of mildew and other micro-organisms to which textiles are subject under extreme moisture conditions and which cause deterioration.

It is being suggested that paper mills study this new agent as a means of controlling slime growths in raw water, coagulated water, in pulp, in beaters, sizings, calenders, other equipment—even finished paper itself. Used in this way, it

Inhibition areas around fabric samples treated with proposed dilutions of this new germicidal agent pass government standards required as evidence of antiseptic or bacteriostatic values (FDA 198) after 40 washings (left) and after 30 dry cleanings (right). White samples, control; dark samples, treated ones. This made each easier to distinguish; showed effect on dye.





We're thankful for the award of approval you have given us, and hope that you will continue to bring your packaging problems to us. For packages that are different, for economy, for quick, efficient service, phone or write SEFTON!

Plants—St. Louis, Missouri • New Iberia, Louisiana

| | | | | | | | | |
|-------------------|------------|-------------|---------------|----------|---------|----------------|------------|-----------|
| DISTRICT OFFICES: | | Los Angeles | San Francisco | Denver | Tampa | Chicago | Des Moines | |
| New Orleans | Boston | Detroit | Kansas City | St. Paul | Omaha | New York | Cincinnati | Cleveland |
| Oklahoma City | Pittsburgh | Memphis | Nashville | Dallas | Houston | Salt Lake City | Seattle | |



3 is being studied to replace chlorine in cases where chlorine is not required as a bleach. This is most important in view of the present shortage of chlorine and priorities on its use.

The substance warrants study by makers of paper food containers as a means of controlling bacteria and mold, both from a sanitary standpoint and from that of eliminating odors and disagreeable taste conditions caused by such growth. Here again, it should have advantages in that this substance is odorless and tasteless. Containers treated with it are said to inhibit growth indefinitely. They would not be contaminated by organisms in the food they contain or by handling or air-borne germs on the outside. However, the fact that a container has been treated does not mean that growth of organisms already in the food before it was put into the containers could be controlled. This substance is recommended only to inhibit growth in materials which have been treated with it. No tests have yet been made to show whether foods can be treated with it, although Mr. Rampel said this was not an impossibility.

This substance is also being tested for use as an ingredient of wax and other coatings, as well as for adhesives, both animal and vegetable. Mr. Rampel, for example, reported on a test he made by treating a coating on an orange. He placed the orange with his specially treated coating and one with an untreated coating on his kitchen windowsill. After six weeks, the orange with the untreated coating had rotted and shriveled to about a third of its former size. After six months, he ate the one with the treated coating. It had shrunk some in size, due to dehydration, but the treated coating protected it from the ravages of micro-organic growth which apparently had attacked the untreated control orange.

Closure linings might be made germ-free by similar treatment. Floors, walls, machinery in packaging production lines might be made permanently free from attacks by bacteria, mildew and fungi. Celotex, a building material, for example, showed no growth of test organisms (*Poria Incrassata*, *Fomes Annosus*, *Comophora Cerrebelli* mixed with maltose agar, 42 degrees C) on samples treated with $1/1000$ aqueous dilution of this substance, incubated at 37 degrees C. for 14 days.

The formula for Perm-Aseptic, of course, is a secret. Several laboratories, including U. S. Testing and the staff of a famous university, have attempted to analyze it, but so far no one has found the proper conjugation which gives it the germicidal qualities.

The concentrate is a discovery in the realm of organic chemistry. It is a basic formula—in a field which has only barely been touched.

"It is not impossible that others will discover it, too," said Mr. Rampel. "Its possibilities are so vast there is room for several of us."

The following reports are based on laboratory tests made by the U. S. Testing Co.

Chemical examination shows that no mercury, lead, arsenic, phenols, naphthols or arsenicals have been discovered in the concentrate. One of its greatest assets is its solubility in a wide variety of agents, particularly water, which makes an inexpensive and always available carrier. In tests to deter-

Inhibition areas around samples of toothbrush bristles treated with proposed dilutions of new germicidal agent: (3) after 200 washings, (4) after 300 washings, (5) after 700 washings. Even after 700 washings, photo shows zone of inhibition sufficient to pass government standards.

THE PICTURE OF

PRECISION

THAT PAYS OFF!



For years Pneumatic has emphasized the value and importance of close tolerances, and hair line accuracy in packaging and bottling machine construction. For years Pneumatic has practiced what it preached — setting and maintaining the highest machining standards in the field. Today, in the severest test of equipment this country has ever known, Pneumatic's greater precision performance is paying off — as it always has in the past, and always will in the future. Pneumatic owners are in the strong position — secure with equipment built to last, made to answer maximum production demands smoothly, speedily, dependably.

PNEUMATIC SCALE CORP., LTD., 71 Newport Ave., No. Quincy, Mass.
Branch Offices: NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

★ PNEUMATIC

SCALE CORPORATION, LTD.
PACKAGING & BOTTLING EQUIPMENT



HAIR LINE
ACCURACY

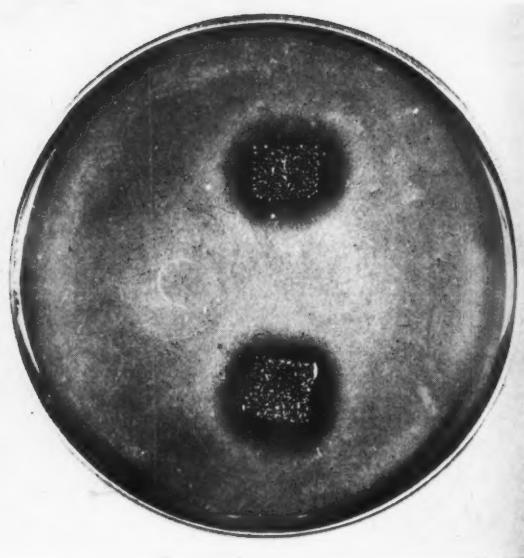
in complete packaging
and
bottling machinery
hook-ups





6

6. After 253 days, samples of Celotex, a building material, treated and stored at room temperature, showed no evidence of growth of test organisms within the penetration area. 7. Fadometer tests on fabrics showed antiseptic and bacteriostatic values after 100 hours in fadometer.



7

mine solubility of the substance, a $\frac{1}{200}$ solution was used to obtain the following results:

| | |
|-----------------------------------------------------------|------------------------------------------------|
| Carbon tetrachloride | soluble but shows presence of immiscible agent |
| Ethyl alcohol | very soluble |
| Methyl alcohol | " " |
| Glycerin | " " |
| Ethyl ether | " " |
| Benzine | " " |
| Mineral and vegetable oils | " " |
| Water | |
| a. Acidified water—no precipitate of salts, quite soluble | |
| b. alkaline water—no precipitate of salts, quite soluble | |
| Chloroform | very soluble |

The new agent has a phenol coefficient of 15, which means it has a killing power as a germicide 15 times greater than carbolic acid. This figure, usually described as the phenol coefficient of a diluted disinfectant, is obtained by dividing the numerical value of the greatest dilution (denominator of the fraction expressing the dilution) of the disinfectant capable of killing *Eberthella Typhosa* (typhoid fever germ) in 10 minutes, but not in five minutes by the greatest dilution of phenol showing the same results.

The lasting characteristics of this new solution have been proved in test after test. For example, when plated it not only inhibits growth within an area about a sample in almost every instance greater than required as evidence of antiseptic or bacteriostatic values by the United States Government standards (3 mm.), but continues to inhibit growth permanently in areas when it is dry and as long as it remains in or on the material treated.

Ordinary cotton bed sheeting treated with this substance has been found to inhibit growth of all test organisms in an

area slightly greater than required by government standards (FDA test) even after 40 washings in 5 per cent soap solution for five minutes at 180 degrees F.

Ten of the samples which had been washed 40 times were kept in storage at ordinary room temperature and tested periodically over a period of several months. When tested by the FDA 198 Method after 253 days of storage, these same samples retained the same antiseptic or bacteriostatic strength and were consequently to be classified as possessing good antiseptic or bacteriostatic values.

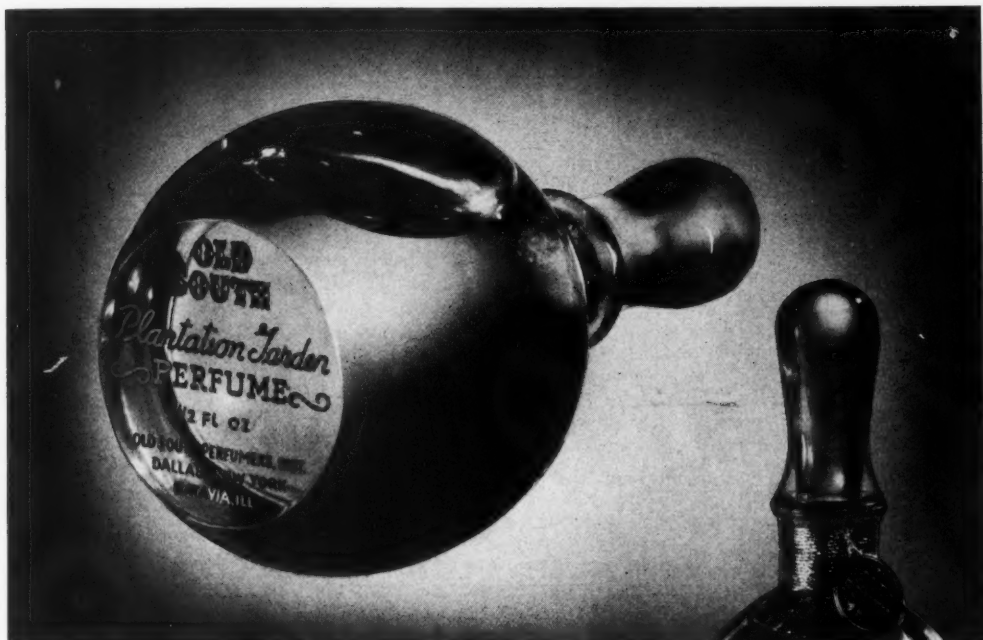
Toothbrush bristles were similarly treated and tested (FDA *Staphylococcus aureus* 37 degrees C.). The results were unbelievable. After 700 washings the bristles showed inhibition of growth areas sufficient to pass government standards (3 mm.). Results are tabulated in the following:

Area of Inhibition of Growth of Test Organism

Toothbrush bristles—*Staphylococcus Aureus* 37 deg. C. 24 hrs.

| Number of Washings | Treated Sample | Untreated Sample |
|--------------------|----------------|------------------|
| 0 | 7.5 mm. | 0 mm. |
| 20 | 5 | 0 |
| 40 | 5 | 0 |
| 100 | 5 | 0 |
| 200 | 5 | 0 |
| 300 | 3 | 0 |
| 475 | 3 | 0 |
| 700 | 3 | 0 |

Sandbag fabrics treated with the new agent were recently tested by U. S. Testing Co. in accordance with tentative specifications by the Corps of Engineers, U. S. Army, for processing fabrics, threads and cordage for mildew proofing (No. T-1452 F-1). These tests indicated that samples of sandbag material treated with this substance possessed excellent bacteriostatic or inhibitory values and retained these values through 120 hours under running water plus 15 vigorous washings and rinsings (FDA 198, *Staphylococcus aureus*). Mildew tests showed the absence of mildew growth on treated samples inoculated with the test organism (*Chaetomium Globosum*) and copious growth on untreated samples inoculated with the same test organism. (Continued on page 312)



ENGRADEL*
TRADE MARK

TRANSPARENT DECALS

~ *Win Again* ~

Here's a picture you can look through in a hurry: Campana was bringing out a new line of toiletries and perfumes based on the traditions of the Old South. In the line is a beautiful perfume bottle in simple crystal glass.

For a label for this expensive item, they chose a Palm, Fechteler transparent Engradel decal. The package won the Major All-America Award in the Perfumes and Toiletries group.

Engradel transparent decals are found

on the finest perfume and toiletry bottles. Hundreds of manufacturers use them because they are beautiful, alcohol-proof (exclusively having this quality) and distinctive. They can be applied as needed in the packager's plant by his own labor. They eliminate large inventories of trade-marked bottles. Ideal for use on stock containers.

We make a complete line of all types of decals for every purpose on every surface.

PALM, FECHTELER & CO.

Creators of Quality DECALCOMANIA since 1856

220 West 42nd Street, New York, N. Y.
BOSTON

21 East Van Buren Street, Chicago, Ill.
BUFFALO

* Trade Mark U. S. Patent No. 1803836

U. S. patent digest

This digest includes each month the more important patents which are of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 10 cents each.

RECEPTACLE. C. Burnett, Clinton, Utah. U. S. 2,273,559, Feb. 17. A container with a tubular barrel designed as a combination carrier for both lipstick and face powder.

PAPER CONTAINER AND PROTECTOR. H. Carew (to Dixie-Vortex Co., Easton, Pa.). U. S. 2,274,037, Feb. 24. A receptacle made up of a tapering cylinder with removable lid crimped to form a slot into which the sidewalls are fitted.

TRANSPARENT CONTAINER. A. C. Gilbert (to The A. C. Gilbert Co., New Haven, Conn.). U. S. 2,274,196, Feb. 24. A knockdown display container, cylindrical in form, with transparent sidewalls which are thin and flexible, enabling the container to be easily distorted and to produce novelty effects.

DISPLAY CARTON. C. A. Howell (to The Pharma-Craft Corp., Louisville, Ky.). U. S. 2,274,253, Feb. 24. A carton for container units with open ends to receive such container units and equipped with a false front wall and foldable ends.

CHICK BOX. R. H. Warren (to Superior Paper Products Co., Pittsburgh, Pa.). U. S. 2,273,390, Feb. 17. A shipping box for baby chickens, made of fibreboard construction, rectangular in form, partitioned into octagonally shaped compartments, the cover and sidewalls being perforated with small holes for light and air.

CONTAINER. D. Henderson, Toronto, Ont. U. S. 2,101,855, Dec. 14, 1937. A collapsible tube forming a container made from metal tubing attached to a top made of rigid non-metallic material clamped to each other by a crimping operation.

CONTAINER. D. Henderson, Toronto, Ont. U. S. 2,129,839, Sept. 13, 1938. A collapsible tube container made up of a tubular paper body attached to a metallic top frame made up of two laminations, the paper tube being attached between the two metallic layers of the top.

CONTAINER. F. P. Thomas (to Chicago Bridge & Iron Co., Chicago, Ill.). U. S. 2,273,390, Feb. 17. A rigid sheet metal container with rectangular top grading to cylindrical sidewalls, and dividing into two tapering cylindrical vessels.

ANGEL FOOD CAKE PACKAGE. J. M. Luckner, Urbana, Ill. U. S. 2,271,921, Feb. 3. An open top, tubed aluminum cake pan with the cake baked therein, and equipped with a snap-on removable cover.

METHOD AND APPARATUS FOR MAKING BAGS. G. A. Robinson (to Pneumatic Scale Corp., Quincy, Mass.). U. S. 2,272,251, Feb. 10. A device for forming bags from a strip of paper and subsequently filling said bags.

METHOD OF MAKING AND FILLING TEA BAGS. W. S. Patterson (to Pneumatic Scale Corp., Quincy, Mass.). U. S. 2,272,530, Feb. 10. A device for making and filling tea bags by folding a strip of paper to form both faces of said receptacle.

APPARATUS FOR OPENING METAL CONTAINERS. L. Hermani (to Owens-Illinois Can Co., Baltimore, Md.). U. S. 2,273,601, Feb. 17. A device for opening containers consisting of a cutter and a rolling device for moving the container under the cutter.

PACKAGING MACHINE. W. S. Cleaves (to Pneumatic Scale Corp., Quincy, Mass.). U. S. 2,273,314, Feb. 17. A packaging machine for supporting a filled bag and attaching a handle on to the bag when filled.

APPARATUS FOR FORMING SIFT-PROOF BAG CLOSURES. R. T. Moore (assigned to Consolidated Packaging Machinery Corp., Buffalo, N. Y.). U. S. 2,273,585, Feb. 17. A device for closing the mouth of a bag by means of a specially contrived creasing and folding device.

PAPER FEED FOR WRAPPING MACHINES. W. Hoppe (to National Bread Wrapping Machine Co., Springfield, Mass.). U. S. 2,273,961, Feb. 24. A device made up of a pair of web feed rolls rotating in opposite directions, which is frictionally driven, for packaging bread and similar articles.

CASING, METHOD AND APPARATUS FOR PREPARING SAME. R. L. Atkinson (to Transparent Package Co., Chicago, Ill.). U. S. 2,271,932, Feb. 3. An apparatus for making seamless cellulose tubing for use as sausage casing.

MACHINE FOR APPLYING STRIPS TO WRAPPERS. J. A. Heckman (to Miller Wrapping and Sealing Machine Co., Chicago, Ill.). U. S. 2,272,407, Feb. 10. A device for incorporating strips of material in order to facilitate the opening of wrapped packages.

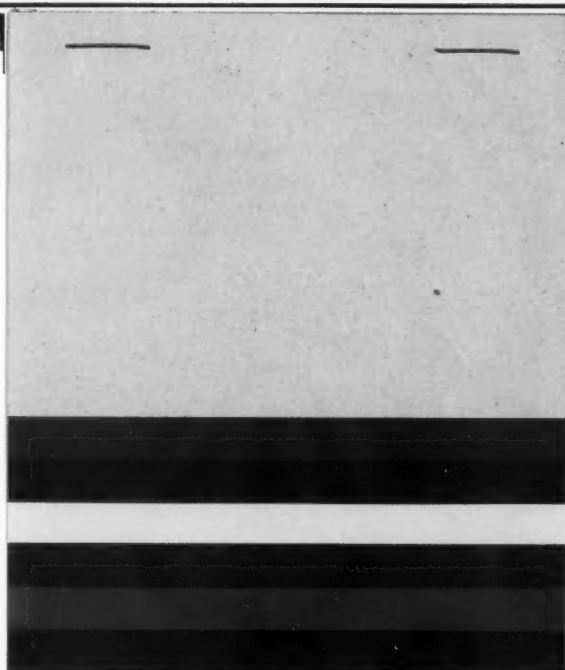
PROCESS AND APPARATUS FOR THE PRODUCTION OF EXTREMELY THIN FILMS OF CELLULOSE ESTERS. A. Fischl, Dresden, Germany. U. S. 2,272,662, Feb. 10. A machine and method for the production of thin, transparent packaging sheeting made of cellulose esters by a continuous process.

TOILET SEAT COVER PACKAGE. C. L. Huggins, Chicago, Ill. U. S. 2,273,319, Feb. 17. A package for containing a number of toilet seat covers consisting of parallel faces and end tabs.

METHOD AND APPARATUS FOR MAKING CONFECTION PRODUCTS. H. A. Perkins (to Setter Bros., Inc., Cattaraugus, N. Y.). U. S. 2,273,889, Feb. 24. A machine for making small diameter rolled paper rods for use as confection sticks.

METHOD OF MAKING FIBRE FASTENING MATERIAL. A. Hayner (to United Shoe Machinery Corp., Boston, Mass.). U. S. 2,273,354, Feb. 17. A device for making felted fibrous twisted cording to be used for fastenings.

MARVELLUM MULTI-PAC



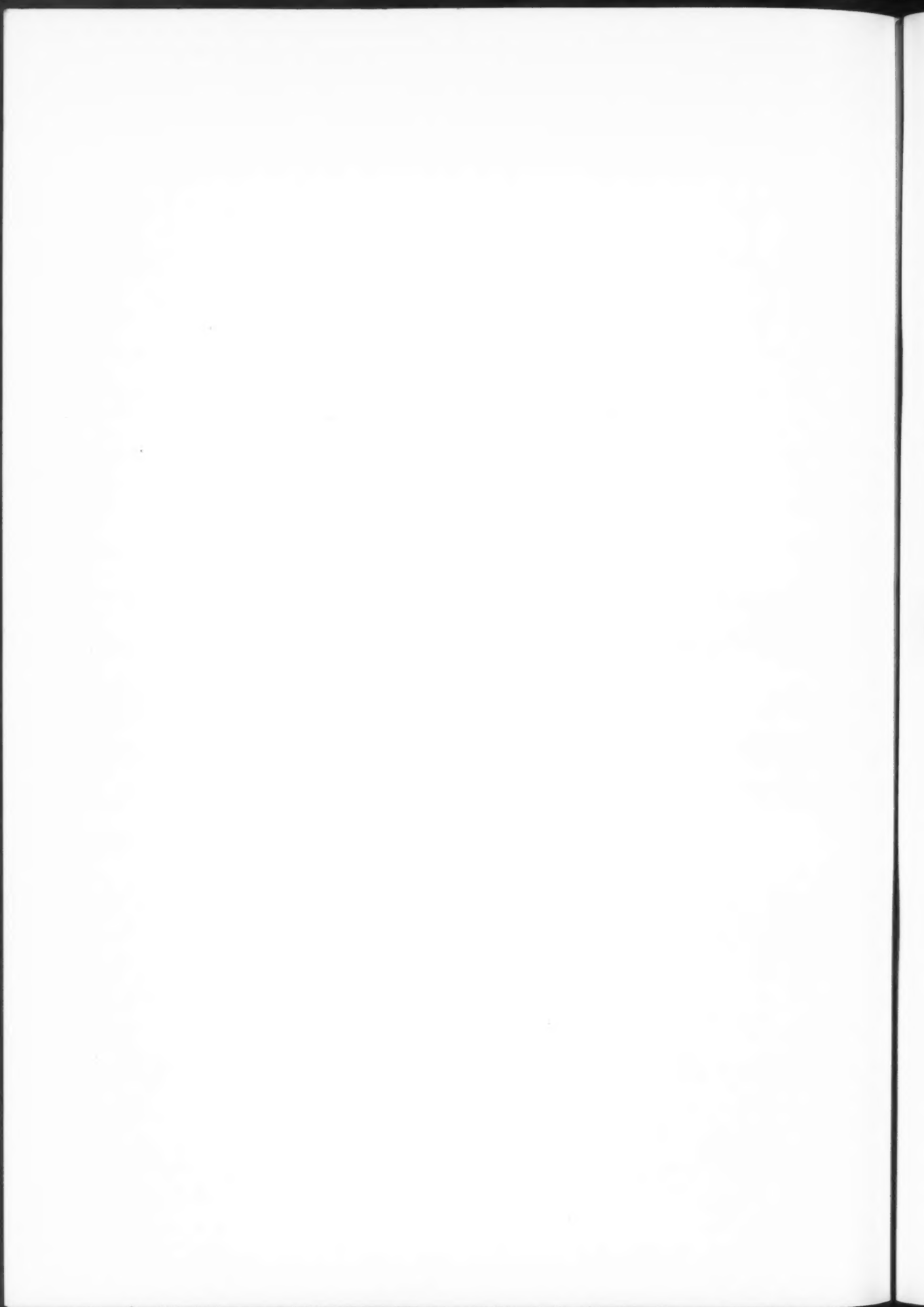
★ Merchandisers utilizing Marvellum's MULTI-PAC have the distinctive advantage of a clean wholesome package during the entire shelf life of their product. ☆ MULTI-PAC is soil and waterproof and can be printed without the use of any special inks. ☆ The smooth feel of this unusual paper, plus the highly scuff-resistant qualities, make it a wise choice for package wrappers, seals and labels. ☆ The reverse side of MULTI-PAC is compatible to any of the ordinary everyday adhesives. ☆ Working sheets of any of the several colors are available by request.

THE MARVELLUM COMPANY

MAKERS OF DISTINCTIVE PAPERS

HOLYOKE · MASSACHUSETTS

DISTRIBUTORS . . . Henry L. Goodman, Boston, Charles W. Williams & Co., Inc., New York, Charles F. Heaphy Co., New York, Holyoke Coated & Printed Paper Co., New York, Hughes & Hoffman, New York, Bradner Smith & Co., Chicago and Milwaukee, A. Hartung & Co., Philadelphia, Matthias Paper Corp., Philadelphia, Blake, Moffitt & Towne, Pacific Coast, John Leslie Paper Co., Minneapolis, The Queen City Paper Co., Cincinnati, E. H. Wilkinson & Co., Ltd., Toronto, Can., Paper Service, Inc., Rochester, N. Y. Export agents in principal countries of Central and South America



HINGING

108°

today's

Container

Rathbun
SPRING HINGE

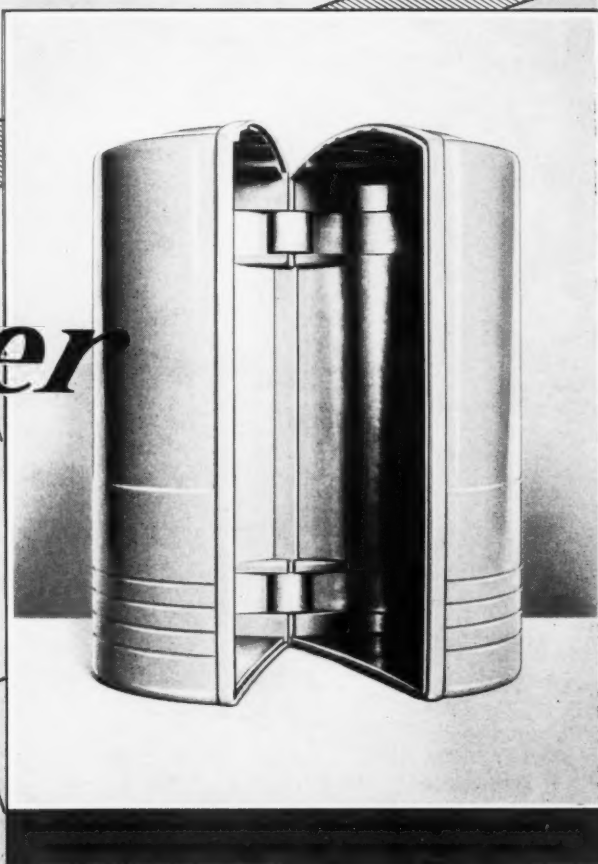
This integral and recognized feature embodied in various types of Rathbun Molded Products, is essential where dependable "hinging efficiency" is desired.

Simplicity and trouble-free action . . . their greatest attributes, these powerful, yet minute hinges operate in a minimum of space and bearing, opening to 85° or 108° positions with smooth, positive jackknife action; a pleasure to operate and thoroughly reliable container protection for contents without use of clasps or catches.

Where rigidity between hinging container parts is required; where long life and production costs are of the essence, it will pay you to investigate the precision-formed HINGED PLASTICS . . . by Rathbun.



See 1942
PACKAGING CATALOG
(page 337) for further
construction details
on Rathbun's
Spring-hinging
Plastics



Samples of Rathbun spring-hinged plastics will be sent upon request and our fullest cooperation given your container problems, large or small.

Rathbun
MOLDING CORPORATION
SALAMANCA, New York



A number of advertising covers from the Knapp collection. The one with the packing case shows the construction of the box very clearly. Williams & Co. used the back of the envelope. The illustration of the egg box is so large there is little room for name and address. Advertisers crowded space with copy.

Illustrating the package on envelopes

by Etna M. Kelley

A medium for illustrating packages and containers that reached its height of popularity about fifty years ago and still enjoys a considerable amount of favorable usage is the ordinary mailing envelope. In fact, one way to learn about packages and containers of the last century is by looking at pictures of them on old envelopes. Anyone who had something to see would tell about it and show it on his envelope. Today good packaging is taken for granted, but in those days a neat package or a tin can was something of which to be proud. A review of these old advertising covers not only reveals the advancement made in packaging within the last fifty years, but also indicates ways and means of using the every-day envelope to arouse public interest in a package.

Examples of envelopes, both old and modern, used to illustrate packages are shown in this article. The old ones are from the collection of the late Edward C. Knapp, well-known philatelist and research student.

In 1895, the Winchester Box Mfg. Co. of Baldwinville, Mass., was ornamenting its envelope with a picture of an in-

genious egg box, a "2-doz. tray," which had been patented in 1889. The box had wire coils attached to bars running lengthwise across the tray. The eggs were held firmly and kept from breaking by the spring-like coils. This last-word in egg trays in the Nineties is a far cry from the collapsible cardboard containers of today.

Another manufacturer using pictured packages on envelopes was Joshua Youngs of New York. Two of his mailing envelopes show wooden packing boxes. There is no date on either one of them, but in all probability the envelope with the telephone number dates from the time when telephones were still something to boast about, judging from the large letters spelling out the words, "Telephone Call," and the very low New York City number—Spring 324.

Tin cans are shown on some of the envelopes. An 1887 cover from McDowell, Pierce & Co. of New York City has a can of "Honey Drop Sugar Corn" on it. The manufacturer's name, shown on the label, is Davis, Baxter & Co. of Portland, Me. Evidently canned corn was considered a luxury in those

days in view of the fact that it was prominently featured on the envelope of an importer and wholesale dealer in "Foreign Fruits and Fancy Groceries." The canner probably supplied the stationery. The label on the can is far removed from the streamlined variety in general use today and the crowded illustration shows both a beehive and an ear of corn.

That those were horse-and-buggy days is apparent from the dozens of envelopes showing horses, wagons, buggies, horse-cars, harness and trappings, accessories such as an adjustable dash-lamp for night driving and a horse-tail holder and, what must have been a particularly profitable item, to judge from the great number of covers advertising the product, containers of harness oil. Some of the manufacturers showed the item in use. An interesting example is that of a scene in a stable in which men are busily applying oil to various pieces of leather equipment. The Bunker Hill people showed their harness oil in its container—a handsome tin decorated with a label bearing a painting of the Battle of Bunker Hill. The container of C. L. Hawthaway & Sons of

Boston is illustrated on the envelope and bears a variety of lettering and the superlative phrase, "Best Harness Oil."

The manufacturer of Star Soap made ingenious use of the back of an envelope to advertise his product. At that time it was customary for return address to be carried on the flap of the mailing piece, contrary to the present established custom of placing that information at the upper left-hand corner of the face of the envelope. The recipient of a letter from Star Soap in those days undoubtedly flipped it over and saw the pictured bar of soap. The address space thus provided a good spot for a package picture.

Among the modern envelopes which illustrate the spirit of our time is that which Pepsi-Cola has used successfully. The outline of a bottle and sales copy in red occupy the upper left-hand corner of the envelope's face. Other modern versions of old-timers are shown. For the most part there is little deviation from the methods used when package pictures were first used on envelopes except that copy and pictures are not crowded together as they were in the 1800's.

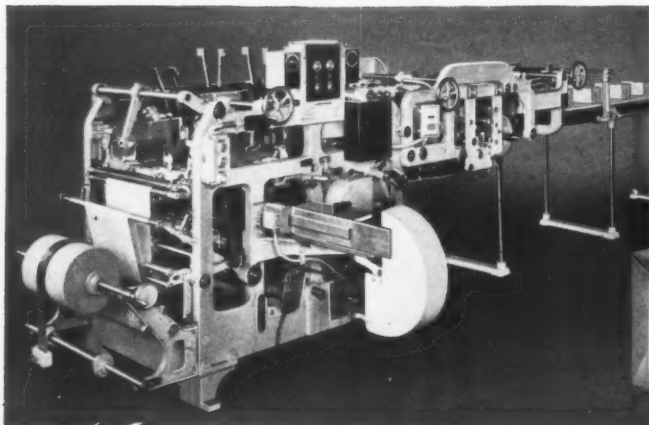
Contrasted with the old envelopes are the modern ones below. Copy is held to a minimum and the illustrations are clear-cut and compact. Luden's shows an opened package of cough drops over the company's slogan, while on the other envelopes the package is shown together with the manufacturer's address.

NEW



Conserve important WAR materials

and SAVE 60% on your packing material costs



See this machine in action
at the
PACKAGING EXPOSITION

HOTEL ASTOR, NEW YORK APRIL 14-17
Booth 401



Now is the time to take advantage of the phenomenal savings made by machine-bundling — and here's the machine that may enable you to do it.

Because this model is adjustable for a wide range of sizes, it has proved ideal for bundling books in various quantities. It may likewise prove to be just the machine for your products. *Best of all, we can make delivery from our present stock.*

FOR CARTON WRAPPING, TOO —

The BW-2 is also being used for wrapping cartons in heat-sealed transparent material. For this type of wrapping, end-labels are not necessary, but when used they make a considerable saving in wrapping material.

Produces a strong, protective bundle from Kraft or other wrapping material in roll form. End-labels with a special thermoplastic coating are also cut from material in roll form and firmly heat-sealed to both ends of the bundle. Will accommodate any bundle within the following size range:

| | Length | Width | Height |
|---------|--------|-------|--------|
| Maximum | 18" | 3" | 6" |
| Minimum | 6" | 3" | 2" |

Replacing expensive cardboard boxes, machine-bundling saves up to 60% on material costs. Since the machine requires only two operators, it makes a large saving on labor. And shipping costs are also reduced because bundles weigh so much less.

Write for further information

PACKAGE MACHINERY COMPANY • Springfield, Massachusetts
NEW YORK CHICAGO CLEVELAND LOS ANGELES TORONTO
 Mexico: Agencia Comercial Anahuac, Apartado 2303, Mexico, D.F.
 Argentina: David H. Orton, Maipu 231, Buenos Aires
 England: Baker Perkins, Ltd., Peterborough
 Australia: Baker Perkins, Pty., Ltd., Melbourne

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Equipment and Materials



STAPLING MACHINE WITH MULTIPLE HEADS

A stapling machine with multiple heads has been developed by Packaging Service & Equipment Co. for use in instances where stapling is necessary to close bags of the type used in the potato chip, peanut, popcorn, cookie, confection and macaroni making industries. This is an electric machine with finger adjustments to set the heads for various widths. The machine will staple one to five staples per stroke with as many heads. It is motor driven, will accommodate various thicknesses from one sheet of cellophane to one eighth-inch thickness of board without any deviation in the stapling.

ALLOY FOR COLLAPSIBLE TUBES

New England Collapsible Tube Co.'s Laboratories recently announced the development of a formula called "Sheffalloy," a new alloy for collapsible tubes which makes use of the less critical metals. Sheffalloy is said to be an excellent alternative for metals normally used in the manufacture of collapsible tubes and to contain all the characteristics of appearance, pliability and strength of tube material previously made of other compositions. The new alloy comprises a blend of available metals—mixed, melted, tempered and toughened according to a special process. It is said to be suitable for tubes for toothpaste, shaving cream, cosmetics, ointments, etc. The company also recommends it for many other products, even those containing ingredients with acid or alkaline characteristics, when inner coatings are used. Although just recently announced, the Sheffalloy formula has been under investigation for several years and was completely developed in 1941. The company announces that it makes possible a continued, though limited supply, of their tubes. Regular customers will be supplied first, but it is hoped that as more materials are obtainable, tubes made of this alloy will be available to other buyers.

HOT PICK-UP CEMENT IN PELLET FORM

"Pick-ets" is the name given by F. G. Findley Co. to their new adhesive prepared in pellet form. The pellets are about the size of an un-shelled almond, said to be convenient to use with no further breaking up. They come in three different colors for easy ordering and quick identification: green for cold cans, amber for normal cans, red for hot cans. The pellets may be poured easily from their container. The company's brochure

stated that they are "quick-melting, uniform in size, eliminate waste because there are no small chips or fine powders." They come in a handy dispenser package.

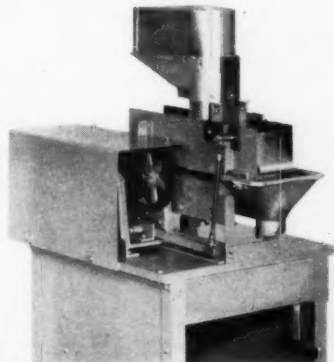
NEW TAB APPLIER FOR CELLULOSE TAPE

A new automatic tab applier for cellulose tape has been developed by Industrial Tape Corp. which automatically makes a tab of the end of the tape every time a strip is clipped off. When the strip of tape is used to seal a package of any kind, this easily grasped tab remains loose, so that it can be reached easily like a "latch" and the whole strip of tape pulled off. An adjusting screw provides a variety of sizes of tabs. The product is offered as a simple, inexpensive way for manufacturers and packers to give their product a competitive advantage. The company estimates that the device adds only $\frac{24}{1000}$ of a cent to the manufacturer's cost per package, makes packages wrapped in cellophane easier to open, enables them to be resealed as often as desired because of the convenient tab on the end of the tape.

MACHINE FOR MEASURING GRANULES AND POWDERS

Triangle Package Machinery Co. has announced a new machine for measuring granules and powders with a range from one ounce to as high as $1\frac{1}{2}$ lbs. The makers claim it is ideally suited to the plant which has small runs of a wide variety of materials, although it can be used to good advantage on continuous production lines with a speed of approximately 25 packages per minute.

Material is fed from a suitable hopper through an adjustable gate on to an endless belt. The width of the belt is predetermined, as is the length of the belt between the gate and the end point at which material tumbles over the forward pulley. By



adjusting the gate to control the depth of the material on the belt, a predetermined cubic volume of material is deposited. The belt moves forward, not continuously, but at intervals, to precise distances to discharge the above-mentioned volume of material into a package. The time during which the belt is stopped allows the package to be filled and permits the operator to remove it and insert a new unfilled package ready to receive the next load of material. Belt movement is controlled by a ratchet which engages a gear. The ratchet is operated off of an eccentric so that it engages with and moves the belt drive wheel at regularly spaced intervals. When the belt stops, a small plate driven from a shaft operated on the ratchet eccentric is lowered against the belt at a point above the forward pulley to cut off flow of material and to prevent any dribble from the next load.

The maker states the unit has no complicated mechanisms, no measuring chambers, few wearing parts and no parts to cause abrasive action with the material which is being handled.

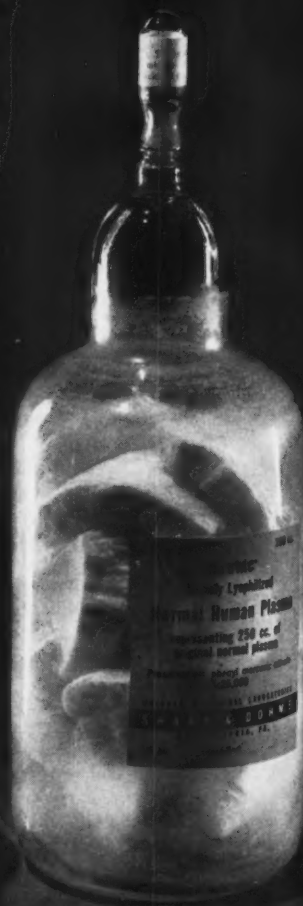
AGAIN! KIMBLE WINS MAJOR AWARDS IN THE "ALL-AMERICA" . . .

Sharp and Dohme's "Vacule" Ampul-Vial—made by Kimble Glass Company for the processing and preserving of "Lyovac" Normal Blood Plasma—has won a Major Award in the All-America Package Competition.

The "Lyovac" Unit—comprising an ampul of Plasma and an ampul of Distilled Water—permits immediate transfusion for all emergencies. It eliminates typing or cross-matching of blood, and saves human life by saving valuable time. 9 separate Kimble Glass parts are used in the complete "Lyovac" Unit.

Again—by winning 2 Major Awards in the "All-America"—Kimble glass containers have proven their utility, service and appeal.

For Assurance



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . VINELAND, N. J.
NEW YORK • PHILADELPHIA • DETROIT • CHICAGO
BOSTON • INDIANAPOLIS

KIMBLE'S NEUTRAGLAS (N-51A GLASS)

.. NOW AVAILABLE IN MOLDED CONTAINERS ..

Clinically Safe

The fact that glass is soluble is frequently overlooked. But in connection with pharmaceutical and biological products the effect on quality, potency, and the change in pH can be serious.

Kimble's NEUTRAGLAS (N-51A Glass), being neutral in character, resists solvent and chemical attack. It is recognized as **CLINICALLY SAFE**, even for indefinite storage of sensitive products.

© 1942, KIMBLE GLASS CO.

For Assurance



• • • The Visible Guarantee of Invisible Quality • • •

KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

NEW YORK • PHILADELPHIA • DETROIT • CHICAGO
BOSTON • INDIANAPOLIS

Plants and People

Giving Package Machinery Co. engineers and designers research jobs rather than displacing them when rush defense business ended their peacetime work, has made possible invention and production of America's first hooding machine for applying registered printing on parchment and on other types of milk-bottle closures. George A. Mohlman, president, announced recently. Built for a New Jersey dairy, the new three-headed rotary unit machine not only manufactures the milk-bottle hood and applies and bands it with tape, but also registers the printing directly on center of the bottle top. The new registering unit can be incorporated on other standard machines of the company employing the same type of paper feed. Capacity of the new unit is 90 bottles per minute.

R. L. Putnam, chairman of the board of the company, reports that machine bundling is helping to answer many firms' wartime worries over material and labor shortages by saving vital packing materials and man-hours. Substantial savings in paper stocks have been achieved, he stated, by the substitution of sturdy bundling paper for carton cardboard, while automatic bundling has freed for more urgent tasks 8 of the 10 workers normally required to pack cartons. He also pointed out that since heavy paper for bundles is but one-tenth of carton weight, the use of heavy paper has also eased the strain on shipping facilities by reducing shipping weight of packages 66 per cent.

Herman J. Tauber has been appointed vice-president in charge of silk screen sales for the Gruber Display Co. of New York City.

W. P. York has joined W. L. Stensgaard and Associates, Inc., in an executive position. W. P. York, Inc., of Aurora, Ill., for years designers and manufacturers of quality display materials, have been liquidated and the property leased to the Elgin National Watch Co. for war material production. The Stensgaard organization has also acquired some of the York equipment.

The 1942 Annual Convention of the International Assn. of Printing House Craftsmen will be held in Grand Rapids, Mich., August 9, 10, 11, and 12 with headquarters at the Hotel Pantlind. Officers of the convention are: Herman Verseput, educational chairman; Douglas C. McMurtrie, chairman of the International Education Commission; Jack Beierwaltes, publicity chairman; and L. V. Mulnix, Jr., general chairman.

W. J. Davis replaces Paul Burleigh as head of sales promotions, advertising and publicity for the Chicago office of Shellmar Products Co.

Jaco-Lac Decal Co. has taken over the General Decal Co. as well as the equipment, manufacturing facilities and personnel of the Rainbow Decal Co. Both shops, together with the Jaco-Lac Co.'s equipment, have been moved into quarters covering 6,000 square feet of additional space. General offices of the Jaco-Lac remain at 188 West Randolph St., Chicago, but factory space is at 234 South Wells St., in that city.

T. W. Koch, formerly in charge of sales promotion for Shellmar Products Co., Mount Vernon, Ohio, is now special sales representative for the H. P. Smith Paper Co., Chicago, manufacturers of waxed and treated papers for the packaging field.

George H. Richards, formerly secretary and treasurer of Celluloid Corp., which was recently merged with Celanese Corp. of America, has become general manager of Celanese Celluloid Corp. His office will be the New York headquarters of the company located at 180 Madison Ave.

W. C. Ritchie and Co., 75-year-old Chicago package manufacturers, re-elected the following directors: Robert H. Ritchie, Leslie S. Gordon, Lyell H. Ritchie, Harold L. Weis and John H. Crones. R. H. Ritchie is chairman of the board of directors. The following company officers were also elected: J. H. Crones, president; G. S. Denning, vice-president; A. S. Daniel, treasurer; and T. H. Tredwell, secretary.

Paul Ewing, Jr., a 17-year-old printing student and senior at MacComber Vocational High School, Toledo, Ohio, was the first prize winner in the national International Printing Ink Essay Contest, which this year attracted 8,000 entries in the United States and Canada.

Coy, Hunt & Co., New York City, have developed a supplementary paper known as Bocowrap to assist in relieving the shortage of kraft wrapping paper due to the demands on this material in the war program. While Bocowrap does not have the strength of kraft, it is said to be adaptable to many wrapping requirements. It is available in rolls and sheets.

The Goodyear Tire and Rubber Co., Inc., announced it was informed by WPB that effective March 1, no further allocations of crude rubber would be granted for the manufacture of its transparent rubber hydrochloride film, Pliofilm, for civilian food packaging. This drastic action was taken to conserve the country's existing stocks of crude rubber for primary war purposes and because it was considered too vital to permit the continued use of rubber for even such an important factor as food packaging. "Goodyear accepts this situation in a spirit of patriotism without further protest," the company's announcement stated, "but wishes to make it clear to users that they may still ask for a reconsideration if they believe such action is warranted. Any such appeal should be directed to F. H. Carman, of the synthetic division, WPB, Building Temporary 'R,' Washington, D. C."

The company's research department is working round the clock in search for an alternate product to be produced from available raw materials which can be manufactured on present production equipment.

David Winton, part owner of the Winton Lumber Co., Minneapolis, has been appointed chief of the paper and pulp branch of WPB to succeed Norbert A. McKenna, who recently resigned his post as head of that branch.

The Lithographers National Assn. will hold its 37th Annual Convention at the Edgewater Beach Hotel, Chicago, May 12-15.

C. A. Southwick, Jr., General Foods Corp., recently elected to fill the place of George R. Webber as a director of the Packaging Institute, has been drafted to act in an advisory capacity to WPB's container division. Like many others these days, he is dividing his time between his own desk and a corner of one in Washington.

OBITUARY

Karl T. Krantz, production manager of Colgate-Palmolive Peet Co. and a member of the board of directors of the Packaging Institute, died on March 3 at the Orange Memorial Hospital, in Orange, N. J.

ALL-AMERICA

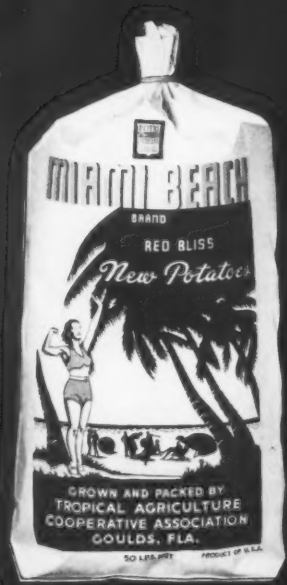


TOP AWARD

1947

THE COMMITTEE OF JUDGES for the 11th All-America Packaging Competition awarded top honors in the Shipping Container class to this group of three 50-lb. paper potato bags. Our congratulations go to the Tropical Agriculture Cooperative Association for having won this award, as well as our appreciation for having been permitted to work with them in the production of these prize-winning packages. . . . The bags shown here were specifically designed for potatoes, but Union multiwall paper bags are also solving packaging problems for a variety of other products, including sugar, coffee, chemicals, fertilizers, plaster, lime, gypsum and rock wool.

UNION BAG & PAPER CORPORATION
 700 L WORTH BUILDING NEW YORK, N. Y.



CASE HISTORY OF A PRIZE WINNER

A year ago, Tropical Agriculture Cooperative Assn. first put these prize-winning bags to work for them as replacements for 50 lb. wooden crates and 100 lb. burlap bags. Since then, many train loads of potatoes packed in these three-ply paper bags have been shipped all over the country. One car even made a 10-day trip from Goulds, Fla. to Seattle, Washington. These potatoes arrived in perfect condition in spite of meeting every conceivable weather condition.

This unusual protection to the product is one of the many advantages of Union multiwall paper potato bags. Here are additional advantages that have been brought out by actual experience with these containers:

Initial Saving—amounting to \$108.00 per carload over other types of containers.

Less Shrinkage—another saving of \$129.10 per carload. Less weight loss due to shrinkage of potatoes.

Savings in Freight—freight charges lowered by \$23.20 per carload.

Distinctive Brand Identification—effective use of full color brand designs gained distinction and instant recognition for each grade of potato.

While the facts and figures given above apply specifically to multi-wall paper potato bags, there are many other fields in which these bags are doing a similar time-saving, money-saving, product-selling job.

UNION BAG & PAPER CORPORATION
WOOLWORTH BUILDING NEW YORK, N. Y.

ESTIMATING THE **POWER** OF *Women*

won MAJOR AWARD in Jewelry Packaging 11th ALL-America Package Competition

Oscar Trilsch Company made these packages for Jacques Kreisler—helped us win the Major Award.

These are really *different* containers. Made of velvet and lace, they are true examples of consummate craftsmanship in package construction.

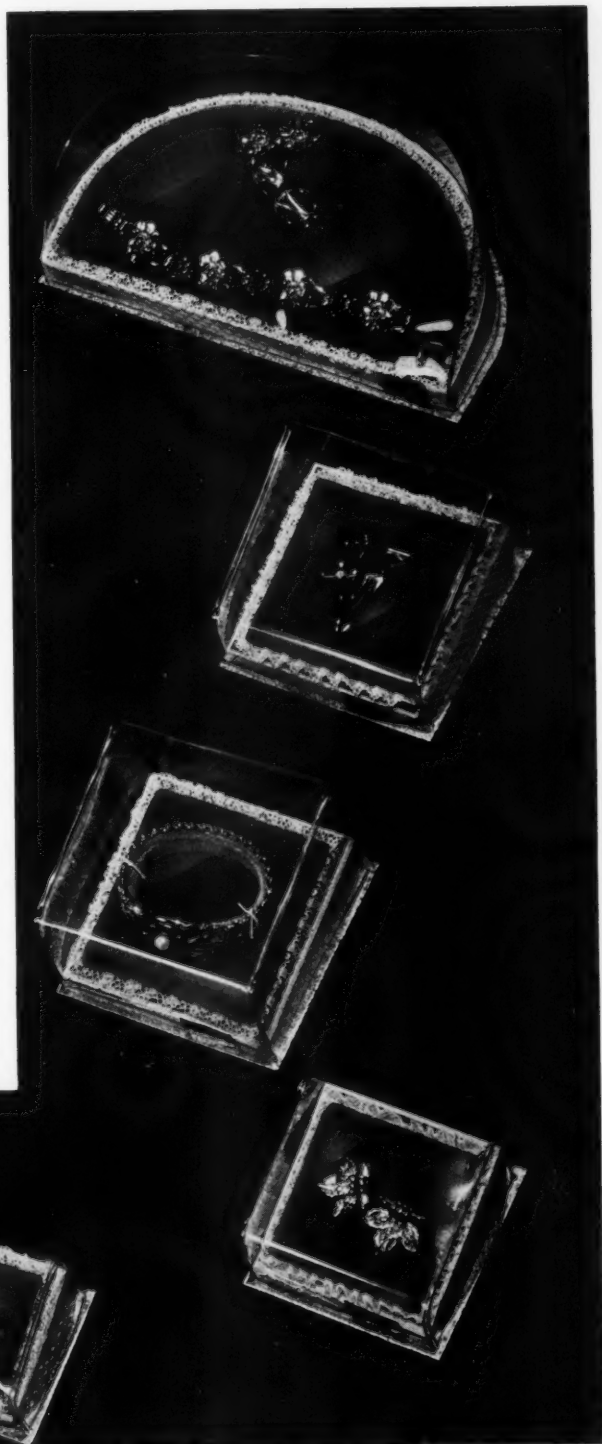
This is the type of work with which the name of **Oscar Trilsch** has come to be identified for over half a century. Refinement . . . quality . . . taste . . . the intangibles of good packaging are hard to measure. We can't always *tell* you what they are—but we can *show* you, just as we showed Kreisler, their customers, and the All-America judges.

The proof of the package is in its final appearance . . . and in its sales. When you come to Oscar Trilsch for a distinctive set-up box or display, you can be sure you're going to get it.

Oscar Trilsch
Company

WHITESTONE

NEW YORK



For Your Information

A process for recovering tin and steel from used tin cans, requiring no preparation of the cans on the part of the user of canned commodities, has been announced by Walton S. Smith, vice-president of the Metal & Thernit Corp. This company has operated a test plant in San Francisco for five years and now have a complete unit with a capacity of over 6,000 tons. The company claims it has worked out methods for the recovery of 24 pounds of tin oxide and almost a ton of scrap steel per ton of discarded cans. It states further that tin oxide is readily smelted to a grade of tin formerly secured from the Malay Peninsula. The company accepts cans just as discarded and does not require special preparation for collection. Estimates indicate that about 2,500,000 tons of tin are discarded annually in this country and that about 1,000,000 tons could be collected and detinned to yield about 11,000 tons of tin and 900,000 tons of scrap metal.

"Glues, Gelatins and Related Products," issued by the Tariff Commission in 1940, provides important data on glues in view of their importance in the war program. Hide glue is one of the several glues discussed in detail in this report, which contains a considerable amount of previously unpublished data pertinent to industrial capacities, production, uses, substitution and trade in the several commodities discussed. It indicates both the extent to which the United States is dependent upon foreign sources for raw materials consumed in the production of some of the products, as well as the ability of the United States to produce its total requirements of others from domestic raw materials. The report illustrates the importance of the finished products to the defense program because glue is used in making plywood for use in army camps and defense housing, agar-agar in medical centers, photographic gelatin in making photographic plates, films and papers for military purposes as well as edible gelatin in the regular diet of the armed forces. Government Printing Office, Washington, D. C., 25 cents a copy.

Tin Salvage Institute, which is handling the reclamation of used collapsible tubes, has secured a suitable building for its operations at an annual rental of \$1.00. The address is Tin Salvage Institute, Inc., 411 Wilson Avenue, Newark, N. J. Tubes now being collected by retail druggists will be forwarded to the wholesalers who in turn should send them to the above address, according to announcement by The Toilet Goods Assn., Inc.

The last can of dog food rolled off the production line of John Morrell & Co. recently, but Fido won't have to change his diet. Morrell has announced that their Red Heart dog food will soon be available in dehydrated form. This action is being taken in step with the WPB ban on the use of further metal cans for dog food.

The Commercial Artists Directory Co. has announced forthcoming publication of a new directory of commercial artists, designers and photographers, which is said will contain a complete list of recognized commercial artists in the vicinity of New York, Connecticut, New Jersey and eastern Pennsylvania.

National Consumer-Retailer Council, Inc. is sponsoring the organization of local consumer and retailer committees for the purpose of asserting joint leadership in these two groups in solving wartime problems of increasing prices, changing qualities of merchandise and curtailed store services. First of these local committees was formed in Philadelphia, where a Consumer-Retailer Victory Forum was planned for March 25, according to Roger Wolcott, executive secretary.

New Spring-Summer Display Guide, just issued by Sherman Paper Products Corp., contains 53 suggestions for window displays and other point-of-sale advertising. The new guide is written with present problems in mind such as curtailment of display material made of plastics, metals, etc., and offers suggestions for displays made of more easily obtainable paper products. Each suggestion shows seasonal settings with background and three-dimensional properties which can be constructed easily by store owner or display man. Materials have been designed to save paper in cooperation with the conservation program.

Hampden Glazed Paper and Card Co. has issued its spring catalog showing floral striped and floral embossed papers.

Huntley & Palmer, Ltd., English manufacturer of biscuits, which recently advertised it would be unable to supply its American market for the duration, is running an advertising campaign in Britain asking their customers to return all empty tins.

Shortly after A. F. Brewer of The Texas Co. wrote the article, "Lubricants for Machine Protection" (Modern Packaging, October, 1941), he began preparation of a booklet on the same subject for his company. This is now available upon request under the title, "Lubrication of Modern Packaging Machinery." Readers will find this of great value at this time when care of machinery is all-important in view of present shortages.

In an effort to clear up misunderstanding on the status of steel strapping under Preference Rating Order P-100, Acme Steel Co. recently issued some information which may be helpful to shippers. The misconception, the company believes, is due to the fact that many shippers do not realize that steel strapping is in the ferrous group of materials and is therefore entitled to a rating of A-10 under Preference Rating Order P-100.

The company's statement read as follows: "Steel strapping is interpreted by authorities as 'operating supplies' and as such carries a rating of A-10 under Preference Rating Order P-100. Because this order forbids the application of the rating to 'non-ferrous material to be used as packaging supplies,' there has been some misunderstanding to the effect that steel strapping could no longer be obtained. This is not so, as steel strapping is 'ferrous' material and therefore eligible to receive an A-10 rating on Preference Rating Order P-100. . . . While steel is a critical item, there is still sufficient steel available to supply essential needs of industry. . . . Government authorities recognize the value of steel strapping in assuring damage-free arrival of shipments and therefore include strapping as an essential item in their own packing specifications."

The Exact Weight Scale Co. has issued a new bulletin, "Food Packaging News in Pictures" describing some of the uses for the more than 30,000 Exact Weight Scales in use for food production and packaging in North America, with particular emphasis on the adaptation of each of their models to specific operations.

General Stores Advertising Co. recently issued its latest brochure on "Storads," outlining its plan for selling advertising space for inside-store displays based on traffic counts inside the store.

In its annual report just released to employees, The Goodyear Tire & Rubber Co., Inc., has devoted all but four of this 36-page publication to spectacular photographic illustrations of the military equipment Goodyear "soldiers of the production line" are helping to produce for the nation's war machine.

★ MASCULINE APPEAL IN SET-UP BOXES ★

MAJOR AWARD—MEN'S TOILETRIES

To John Hudson Moore-All-America Package Competition

2 and 3 bottle groupings of Sportsman hair lotion, shave lotion and cologne are put into Imperial set-up boxes.

Set-ups are chosen for this task of merchandising the larger groupings—making the more important sales. They are selected because of their quality appeal, and because of the increased strength the packages must have to protect several glass bottles of liquid.

Time after time, leading packagers turn to set-up boxes to achieve the additional beauty and strength their products need to compete on high-pressure markets.



And, very often, they turn to Imperial for their needs. They know of our manufacture of every type of automatic strip and blanket top box for cigarettes, razors, pen and pencil and cosmetic sets. They are familiar with the fine quality of our hand-made boxes and displays in all shapes and sizes.

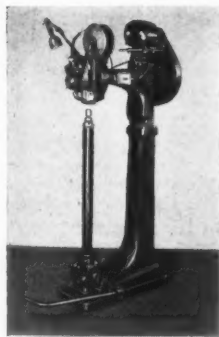
Bring us your packaging problem for an intelligent solution.

Imperial Paper Box Corp.

252 Newport Street

Brooklyn, N. Y.

Wire Stitched Shipping Containers Best Protect Your Goods in Transit or in Storage



Bliss Heavy Duty
Bottom Stitcher



Latham Bottom Stitcher

Regular Slotted Containers with bottoms wire stitched are widely recognized as the strongest, most rigid and dependable containers available. Wire stitching utilizes the entire strength of the board and is unaffected by moisture conditions in storage or transit.

For your stitching equipment, it will pay you to investigate the machines illustrated here, before you buy.

THE BLISS HEAVY DUTY BOTTOM STITCHER is recommended for heavy duty, high speed, continuous production. Favorably known as the fastest, strongest, most durable and dependable Bottom Stitcher built.

IMPROVED LATHAM BOTTOM STITCHER is a moderate priced machine, recommended for stitching the lighter grades of corrugated and solid fibre containers, in all the usual sizes which do not require the heaviest kind of stitching. Has many features heretofore found only in the highest priced machines.

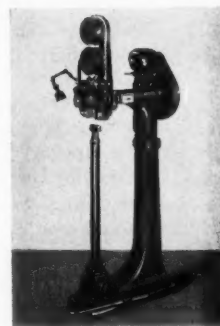
THE BLISS DUPLEX BOTTOM STITCHER drives two stitches simultaneously, increasing production 50% to 60% over that of single head stitchers. Popular in plants handling large quantities of containers. Drives up to 600 stitches per minute.

FOR STITCHING FILLED BAGS, the Boston Portable Bench Stitcher has been found practical and convenient, as it can be readily moved to the work to be stitched. Operates from light socket—solenoid operated foot pedal.

ASK FOR LITERATURE ON ANY OF THESE MACHINES

DEXTER FOLDER COMPANY

330 West 42nd Street, New York
Chicago—Boston—Philadelphia—Cincinnati



Bliss Duplex
Bottom Stitcher



Boston Portable
Small Bag Stitcher

Packaging Exposition and Conference

Twelfth Annual Packaging Exposition and Conference sponsored by the American Management Assn. will be held April 14 to 17, inclusive, at the Hotel Astor, New York City. The tentative program, printed in full, together with the list of exhibitors, is keyed to wartime needs.

TUESDAY MORNING

Chairman: Oliver F. Benz, Development Division, E. I. du Pont de Nemours & Co., Inc., Wilmington, Delaware, and vice president, AMA Packaging Division

10:00—The Over-All Packaging Picture Today

Unit Packages—Joel Lund, vice president, Lambert Pharmacal Co., St. Louis, Missouri
Machinery—H. H. Leonard, president, Consolidated Packaging Machinery Corp., Buffalo, N. Y.
Containers—*Sidney Frohman, president, The Hinde & Dauch Paper Co., Sandusky, Ohio

TUESDAY NOON

Presiding: Alvin E. Dodd, president, American Management Assn., New York

1:00—Award of Wolf Trophy to Winner of American Management Assn. Packaging Awards

Irwin D. Wolf, vice president, Kaufmann Department Stores, Inc., Pittsburgh, Pa.

TUESDAY AFTERNOON

Presiding: Douglas F. Kirk, Chief of Container Division, WPB.

2:30—This will be a round-table session with questions and answers at which the panel will consist of representatives from the Materials Division of the War Production Board in Washington.

WEDNESDAY MORNING

Chairman: To be announced

9:30—Informative Labeling Under Price Control and Material Shortage

Roger Wolcott, executive secretary, National Consumer-Retailer Council, New York, N. Y.

10:30—The Packaging of Dehydrated Foods

L. K. Harper, vice president, Sardik Food Products Corp., New York, N. Y.

11:30—Ordnance, Materiel and Parts Packing

T. A. Carlson, senior engineer, Forest Products Laboratory, Department of Agriculture, Madison, Wisc.

* Not yet accepted as this issue went to press.

WEDNESDAY AFTERNOON

Chairman: W. E. Braithwaite, Assistant Chief Business Specialist, National Bureau of Standards, Washington, D. C.

2:00—Case Stories in Standardization and Simplification

The programs of the following companies will be presented and discussed:

Carson, Pirie and Scott Co., Chicago.
Oneida, Ltd., Oneida, N. Y.
The National Sugar Refining Co., New York, N. Y.
Bigelow, Kent, Willard and Co., Boston, Mass.
Bayuk Cigars, Inc., Philadelphia, Pa.

WEDNESDAY EVENING

7:00—Annual dinner, Packaging Institute, Hotel Astor

THURSDAY MORNING

Chairman: To be announced

9:30—Case Stories in Conservation and Salvage

The programs of the following companies will be presented and discussed:

Hibbard, Spencer, Bartlett & Co., Chicago.
United Drug Co., Boston, Mass.
Williamson Candy Co., Chicago.
Adam Hat Stores, Inc., New York, N. Y.
Westinghouse Electric & Mfg. Co., Mansfield, Ohio

THURSDAY AFTERNOON

Chairman: To be announced

2:30—Case Stories in the Use of Substitute Materials

The programs of the following companies will be presented and discussed:

Chicago Mail Order Co., Chicago.
Quality Bakers of America, New York, N. Y.
Defender Photo Supply Co., Inc., New York, N. Y.
Larus Brothers Co., Richmond, Virginia
Litt Brothers, Philadelphia, Pa.

THURSDAY EVENING

8:00—Two informal off-the-record meeting rooms will be available for discussion purposes. At these sessions there will be no prepared papers and the discussion leaders will be drawn from the representatives of the companies participating in the sessions on Substitution, Conservation and Standardization.

GUIDE TO EXHIBITS

ALUMINUM CO. OF AMERICA

BOOTHS 2-3

Exhibit will remind people of the fundamental properties of the company's basic packaging materials—aluminum foil, collapsible tubes and caps and seals—because at this time aluminum cannot be sold for other than essential war material.

AMSCOPACKAGING MACHINERY, INC., BOOTHS 302-304

Machinery for bag making, bag opening, bag filling and bag sealing, as well as machinery for package wrapping. Also selection of sample packages. Machines on exhibit will be the Simplex Bag Maker, Amsco Bag Sealers, Miller Wrapping Equipment, Brickmaster Bag Opener and Amsco-Holm Filling Machine.

ANCHOR HOCKING GLASS CORP.

BOOTHS 703-704

Glass premium ware.

304 MODERN PACKAGING

ARABOL MANUFACTURING CO.

BOOTH 110

Adhesives and samples of packages.

AURELIO TANZI ENGINEERING CO.

BOOTH 13

Small packages for pharmaceutical purposes or powder wrapping, dry powder mixer, small wrapping machine for wrappers similar to headache powders.

BARRETT-CRAVENS CO.

BOOTH 707

Lift-truck, portable elevator, lift-truck platform, Nifty Lifter system.

BETTER PACKAGES

BOOTH 713

Counterboy and Packer lines of tape sealing machines. Also, the new improved Robot Repeater. (Continued on page 306)

Container Problems?

PAPER SHIPPING SACKS

are today solving many container problems—replacing Burlap and Cotton bags, Fibre and Wooden boxes, etc. Meet all requirements of the Consolidated Freight Classification Committee.

PLAIN OR PRINTED SACKS PROMPTLY DELIVERED!

Submit details of your requirements for our recommendations. Write, Wire or Phone

The Wortendyke Manufacturing Company
RICHMOND, VA.

"Over 50 Years Paper Converting Experience"

Economical Automatic Filling with HORIX FILLERS at all 3 Roma Wine Plants



—a Performance Story that applies to Food and Pharmaceutical Plants, too

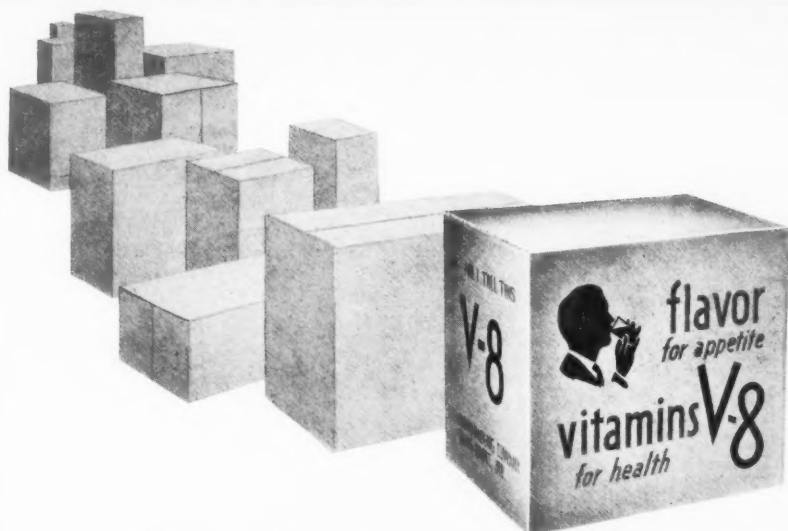
THE various Roma Wine bottles which won the All-America Packaging Award are filled on Horix Fillers. At the Fresno bottling plant, gallons and half gallons pass through a Horix 9-valve automatic machine. The New York and Chicago bottling plants of this outstanding wine producer are exclusively Horix equipped. At New York, fully automatic 9 and 18-valve fillers handle all sizes, from gallons to pints while semi-automatic Horix 7 and 14-valve fillers fill the same range at the Chicago plant.

The high operating speed and labor-saving that caused the installation of Horix Automatic Fillers in over 90% of this country's wineries are equally important in handling many other still liquids in bottles or cans. Manufacturers of tomato and other food products, fruit juices, pharmaceuticals, aviation and recoil oil, etc., that require increased capacity for war-time production should investigate the advantages of Horix Fillers.

A letter describing the product to be filled, container, and desired production will bring you a complete description of the type of Horix Filler best suited to your requirements.

HORIX MANUFACTURING CO.
PITTSBURGH, PENNA.
CONVEYORS and FILLERS

- BONNELL PUBLICATIONS, INC.** BOOTH 709
Publications, Packing & Shipping, Bonnell's Manual on Packaging-Shipping and other services available to industrial manufacturers.
- CELANESE CELLULOID CORP.** BOOTH 501
Packages designed for food preservation and the applications of the material for wartime and peacetime needs, including applications such as in the electrical industry, aircraft, shatterproof window and shell loading partition material and other applications for which packaging had to step aside.
- GEORGE V. CLARK CO., INC.** BOOTH 711
Transparent acetate containers, tin containers and containers combining transparent acetate with paper and with tin.
- CLEVELAND CONTAINER CO.** BOOTH 605
Representation of company's products.
- CONSOLIDATED PACKAGING MACHINERY CORP.** BOOTHS 7-8
Miniature representation of a typical packaging line, showing capping machine and line divider.
- CONTAINER CORP. OF AMERICA** BOOTH 509
Various types of paperboard, corrugated and solid fibre shipping containers and folding cartons. Exhibit will indicate the great variety of uses to which these materials and containers can be put, including many items under the war needs category.
- DEXTER FOLDER CO.** BOOTH 712
Bliss J.C. combination top and bottom stitcher; Latham No. 34-B bottom stitcher with detachable anvil; Boston Model 23 portable bench stitcher.
- DIAGRAPH-BRADLEY STENCIL MACHINE CORP.** BOOTH 602
Stencil machines, fountain brushes, fountain markers, non-clog-non-settling stencil ink, regular stencil and marking brushes, label pasters (hand and motor driven), stencil board, miscellaneous shipping room items.
- THE DOBECKMUN CO.** BOOTHS 15-16
New answers to new packaging problems with laminated films plus a complete line of cellophane bags, opening tapes, printed cellophane, etc.
- THE DOW CHEMICAL CO.** BOOTH 4
Ethyl transparent cellulose sheeting.
- E. I. DU PONT DE NEMOURS & CO., INC. CELLOPHANE DIVISION** BOOTH 402
Information about du Pont Cellophane.
- EASTMAN KODAK CO.** BOOTH 503
Equipment actually used for scoring, creasing, drawing and beading Eastman acetate sheeting. There will be technical men present to demonstrate various operations.
- ECONOMIC MACHINERY CO.** BOOTH 507
Automatic labeling machines.
- EINSON-FREEMAN CO., INC.** BOOTHS 9-10
Window displays, floor stands, counter cards and other point-of-sale material.
- J. L. FERGUSON CO.** BOOTH 406
Information about Packomatic packaging machinery.
- THE FRED GOAT CO., INC.** BOOTH 607
Photographs representative of work accomplished in packaging, weighing and special printing equipment. Samples of new size gelatin dessert packages.
- GOODYEAR TIRE & RUBBER CO.** BOOTHS 202-203
Pliofilm sheeting material and Pliofilm applications.
- HARLICH MANUFACTURING CO.** BOOTH 305
Merchandising packages, with after use value, made of wood and cardboard covered with leatherette, with embossings, many of which will have linings of silk, satin, velveteen and fancy paper. There will be mirrors in the lid of a few boxes and some of them will be equipped with sewing articles, vanity articles, stationery.
- HAYSSEN MANUFACTURING CO.** BOOTH 101
Automatic Package Wrapping Machine—adjustable to various sizes and types of packages or cartons.
- HAZEL-ATLAS GLASS CO.** BOOTH 1
Glass packages and premium merchandise.
- HEAT SEAL-IT CO.** BOOTH 301
Latest developments in the "Original" Sealtight bag sealing machines. Sample sealed bag packages from leading bag packers.
- THE HINDE & DAUCH PAPER CO.** BOOTH 504
Shipping boxes designed and manufactured to transport defense materials of all types and kinds.
- HORIX MANUFACTURING CO.** BOOTH 103
Enlarged photographs of automatic rotary filling machines. Model TV portable vacuum filling machine.
- INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORP.** BOOTHS 306-307
Packages, bags, cartons and containers showing new ink developments.
- INTERNATIONAL STAPLE & MACHINE CO.** BOOTH 702
Plant is enlisted 100 per cent in defense work. Planning, however, to show one power-driven model, together with photographs and possible movie projections.
- KALAMAZOO VEGETABLE PARCHMENT CO.** BOOTH 14
Food protection papers, including printed carton sealing papers.
- KIMBERLY-CLARK CORP.** BOOTH 608
Examples of current applications of KIMPAK creped wadding for protection packaging of light and heavy products, including suspension, compression and combination suspension-compression methods, in various types of containers, for prevention of finish and construction damages experienced in shipping, handling and storage, also samples of various KIMPAK specifications and forms available.
- LAMSON CORP.** BOOTH 708
Photographs of prominent installations. Working model illustrating 7 different kinds of conveyors in miniature. A full size Lamson Utility Conveyor in operation.
- MARSH STENCIL MACHINE CO.** BOOTH 606
Marsh stencil machines and marking supplies, including fountain brushes, oil board and inks.
- MERCHANTS BOX CO.** BOOTH 701
Novelty wooden utility chests, clock cases, display cabinets, silverware chests.

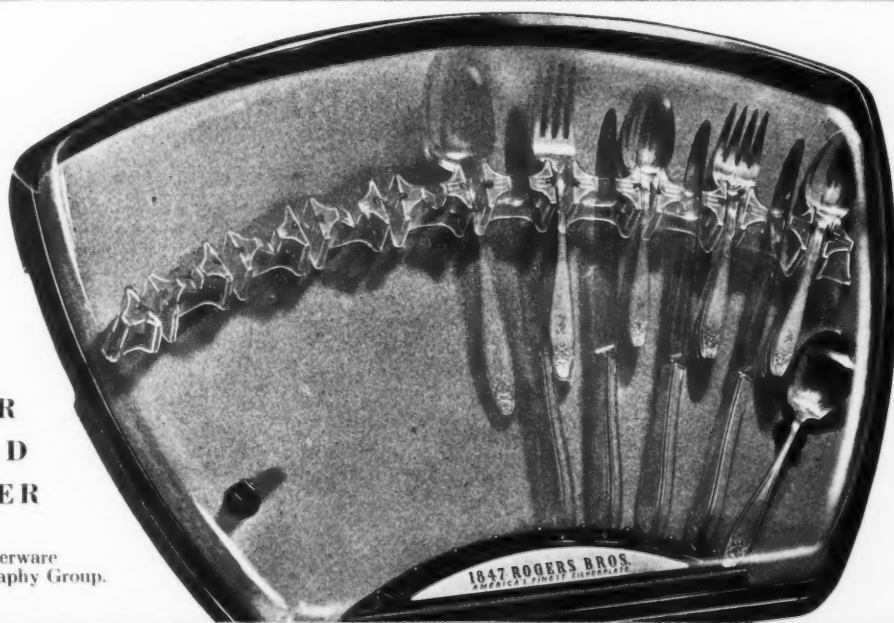


A
SHIPPING CASE
BY
"WABASH"

*They all may be shipping cases - - But - -
One is a Champion!*

To the discriminating buyer of corrugated shipping cases, who demands appearance as well as performance, we offer painstaking and experienced artistic and engineering facilities.

WABASH FIBRE BOX CO.
TERRE HAUTE, IND.



**MAJOR
AWARD
WINNER**

★
Jewelry, Silverware
and Photography Group.

DESIGNED, MOLDED and ASSEMBLED for 1847 ROGERS BROS. by

Northern Industrial Chemical Company

11 ELKINS ST., SO. BOSTON, MASS.

PLASTIC SPECIALISTS FOR OVER 30 YEARS

Thanks for the 2 Awards MODERN PACKAGING

PRAISE INDEED! We are proud of the award and tremendously gratified to quote from a letter by SHEAFFER: "Doubtless this improved package accounts for the new sales record set for SKRIP in 1941."



The Gutmann contribution to this outstanding merchandising success is a specially developed closure with a liner of ink-absorbent material and an inert center spot. The bottle neck and threads on the cap stay clean.



CLOSURE PROBLEMS? CALL GUTMANN

ROMA WINES are setting a brilliant merchandising example in the introduction of their new table wine packages to the American home from coast to coast. The Gutmann contribution is the Filma-Seal Closure—with the double seal of protection—which stands guard to keep Roma quality and Roma bouquet sealed and delivered to the consumer's table. We are proud indeed of the association with ROMA.



Ferdinand Gutmann & Company
SINCE 1890

36TH TO 37TH STREET AND 14TH AVENUE • BROOKLYN, N. Y.

MILPRINT, INC.

BOOTH 102

Packages of transparent film.

MODERN PACKAGING

BOOTH 510

Publications.

MONSANTO CHEMICAL CO.

BOOTH 201

Monsanto plastic materials.

NATIONAL ADHESIVES DIVISION OF NATIONAL STARCH PRODUCTS, INC.

BOOTH 12

Packages of all types—sealed, wrapped, or labeled with "Mikah" adhesives. Will emphasize "replacement" adhesives to use in place of materials now unobtainable. Technical service men will make recommendations to packagers who have had to change their style of packaging or adapt themselves to new materials or equipment.

NATIONAL METAL EDGE BOX CO.

BOOTH 106

Exhibit will spotlight the principal advantages of the "modern packaging method" and the "strongest paper boxes" as used by outstanding concerns in a wide variety of businesses. This packaging method is widely used by concerns in the defense industries.

NATIONAL WOODEN BOX ASSN.

BOOTH 604

Motion picture about wooden packaging.

NEW JERSEY MACHINE CORP.

BOOTH 410

Pony Labelrite machines arranged for 6-in. table gummer (known also as a label paster) and Motoair Vacuum pump, also used as pressure pump.

OUTSERTS, INC.

BOOTH 309

A practical means for accompanying containers such as bottles, jars and cans with package folders. Outserts can be applied to containers by standard labeling methods and machines or by the Outsert labeling machine.

OWENS-ILLINOIS GLASS CO.

BOOTH 502

Display will be built around Owens-Illinois participation in the defense program. Standardized glass containers of all kinds will be shown as well as the company's products of tin. The center feature of the display is constructed of Insulux glass block, a product which takes little or nothing away from defense requirements.

PACKAGE MACHINERY CO.

BOOTH 401

Model BW-2 wrapping machine with a new end labeling device. This combination unit will take a bundle of books, wrap them in kraft paper and apply thermoplastic end seals or labels to seal the package.

PACKAGING PARADE

BOOTH 706

Publications.

PETERS MACHINERY CO.

BOOTH 505

Sample cartons of various companies using Peters machines in their plants.

THE PILLIOD CABINET CO.

BOOTH 603

Fancy wooden packages and small cabinets.

PNEUMATIC SCALE CORP., LTD.

BOOTH 408

Packages and bottles to dramatize various types of work being done by company's equipment.

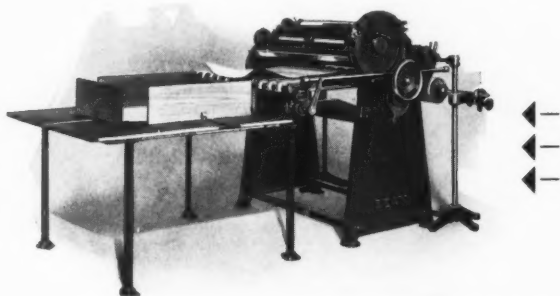
F. B. REDINGTON CO.

BOOTH 506

Information about company's machines

Let the War Reduce Your Force to a Skeleton

SO WHAT?



• *The Beck Sheeter*

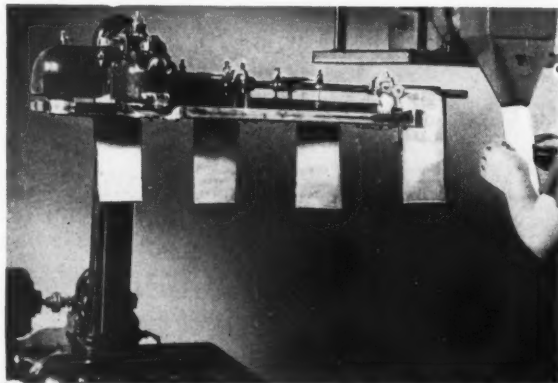
will release hands for other work, because thru its great simplicity, it needs very little of the operators' attention, once it is set. Especially when equipped with **ELECTRIC EYE CONTROL** are you freed from human element in your sheeting work. Amazing degrees of accuracy in "spot sheeting" work, plus profitably increased outputs. The need for doing your own sheeting is probably more acute now than ever before in your business history, and this because of present conditions.

CHARLES BECK MACHINE CO.

13th & Callowhill Streets

Philadelphia, Pa.

UP TO 120 BAGS SEALED A MINUTE!



RAPID ROTARY SEALER

Rapid, Automatic Bag Sealer—rotary type, belt carry for speedier operation. Seals Cellophane, Diaphane, Maralux, Pliofilm, thermoplastic coated and other heat-sealing bags. Machines also available for glue sealing bags of non-heat-sealing material.

When used in conjunction with filling machine, one operator runs filler and sealer. Streamlines production and reduces packaging costs.

Complete information at no obligation. Write now.

AMSCO PACKAGING MACHINERY, INC.
31-31 Forty-Eighth Ave., Long Island City, N. Y.

4-STAR WINNER



THE thinking that created Fleischmann's All-America Winners is typical of the intelligent approach to package planning. This is the 4th consecutive Major Award winner designed by us in 4 years.

The Fleischmann's Gin bottles represent a problem of simplification—reduced inventories—accurate labelling—increased sales—identification retention—all incorporated in packages that have been *proved* better than their predecessors and competitors in the opinion of the All-America judges and the actual buying selection of consumers.

Our creative skill is applied to all fields of manufacture, to cosmetics, sporting goods, toiletries, liquors, food or what you have; to both package and product design. We are quite at home with costs and production requirements. Problems are our business. Bring us yours—or send samples for analysis.

GEORGES WILMET
INC.

INDUSTRIAL ART COUNSEL
80 W. 40th St., NEW YORK, N. Y.
LAckawana 4-6747

AT THE ALL-AMERICA- AT THE PACKAGING EXPOSITION.



—you'll find UPACO adhesives holding the spotlight. Known for their sealing qualities under the most adverse conditions of handling and weather, these fine adhesives are used for every packaging purpose by the leading packagers in all fields.

Our Adhesives include formulas for special requirements. Many have been revised to meet changing conditions of National Defense and assist in the general program. May we help solve any critical Adhesive problems you may have during the emergency.

For economy and satisfaction — use UPACO adhesives.



Union Paste Company

1605 HYDE PARK AVENUE • HYDE PARK, MASS.

RIEDEL PAPER CORP. BOOTHS 107-108
General display of protective packaging papers; special display of substitute packages.

SHELLMAR PRODUCTS CO. BOOTH 403-404
An exhibit illustrating packaging materials and containers, composed of cellophane, Pliofilm, combinations of cellophane and Pliofilm with other types of paper, including kraft, glassine, special lacquered papers, in sheet, roll and bag form, including envelopes as well.

SHERMAN PAPER PRODUCTS CORP. BOOTH 109
Display will center about Corroflex, the flexible cushion packing material. Demonstrations will be held showing speed-packing methods on a great range of products. Samples of other products for food packaging and examples of uses will also be on display.

SHIPPING MANAGEMENT BOOTH 18
Publications.

THE S. K. SMITH CO. BOOTH 11B
Containers for gift packaging.

STANDARD-KNAPP CORP. BOOTH 308
Labeling machine.

STOFFEL SEALS CO., INC. BOOTH 710
New merchandising and packaging device for identifying products in a tamper-proof manner.

STOKES & SMITH CO. BOOTH 705
Packages and containers handled on various packaging and filling machines, and Transwrap packaging machine in operation.

SYLVANIA INDUSTRIAL CORP. BOOTH 409
Information about Sylvania Cellophane.

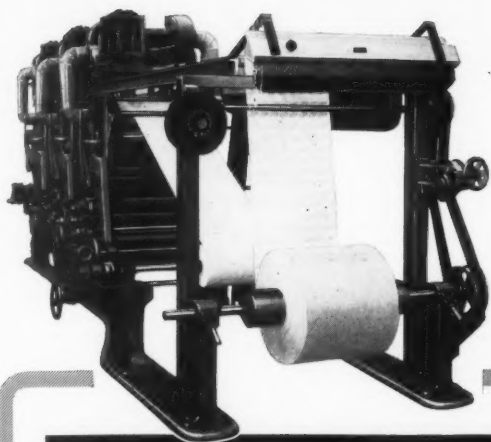
SYNDICATE STORE MERCHANTISER, INC. BOOTH 17
Showing of all entries in the 1941 "5 & 10" Packaging Contest sponsored by this publication together with the winners of this contest. Also, a display showing trends in five-and-ten packaging during the past few years and sound-slide film titled, "What It Takes!" (a film produced by this organization for training five-and-ten sales girls).

TRIANGLE PACKAGE MACHINERY CO. BOOTH 104
Elec-Tri-Pak Model N2A Weigher, equipped with a new principle vibratory feeder designed to deliver bulk and dribble feed for precision weighing. This machine is automatic in operation, has controls that permit handling a wide range of items and weights, will fill into any style container and is self cleaning. Model P-3 volumetric filler which also will be exhibited is designed to fill small quantities of powders and granules at high speed. The machine employs a reciprocating, telescopic measuring chamber that gives considerable flexibility, quick adjustment and accurate fillings.

TRIPARD MANUFACTURING CO. BOOTH 606
Marsh stencil machines and marking supplies, including fountain brushes, oil board and inks.

UNION BAG & PAPER CORP. BOOTH 407
An informative display of a complete line of paper packages, including shipping container units.

UNION STEEL PRODUCTS CO. BOOTH 105
Samples and reproductions of modern display creations, fabricated from wire and other materials, designed for better display at the point of sale. To show the part being played in the defense program, will also exhibit baskets to speed up handling of ammunition parts and other defense parts and products fabricated of wire.



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Custom built to meet particular printing problems. Drying means provided where desired. Units engineered to meet the problems of the industrial printer. Send samples of work desired when requesting quotations.

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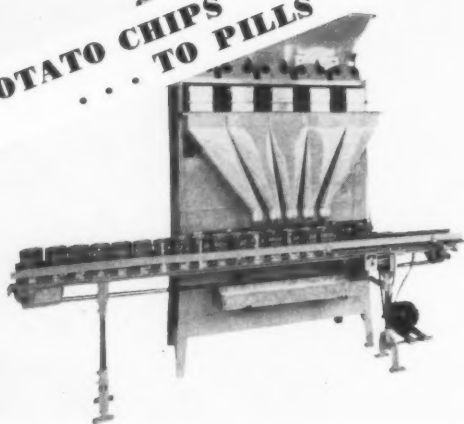
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PRINCIPAL CENTERS

Transparent Jewelry Containers Win MAJOR AWARD

Winning the Major Award in Jewelry Packaging for Jacques Kreisler is only one accomplishment of these Everett Transparent Containers.

They increased sales 100%—so popular with dealers that the retailers wanted to buy the packages alone to display other merchandise.

We manufacture all types and shapes of rigid transparent containers. We can show you how to adapt transparency to your sales problem—how to put this tremendous sales force to work for you. Let us.



EVERETT TRANSPARENT CONTAINER CO., INC.

251 THIRD AVENUE

NEW YORK CITY

Amazing new germ killer

(Continued from page 290) The treated samples appeared to show no discoloration from mildew growth and the untreated samples considerable discoloration due to mildew growth. Breaking load tests showed that treated samples subjected to 120 hours soaking and 15 washings maintained their strength (90 per cent or better of the breaking strength of the treated unexposed samples according to Army specifications) while untreated samples under the same conditions lost 19 per cent of their strength.

Break tests (Grab method) showed no deleterious effect on cotton sheeting or textiles for sandbags. Similarly, fadometer tests on fabrics showed good antiseptic and bacteriostatic values after 100 hours in the fadometer. Samples of dry cleaned fabrics also showed evidence of inhibition areas up to 3 mm. with test organisms after 20 cleanings, sufficient to pass government standards.

Patch test samples, treated with $1/400$ 4 per cent K in contact with individuals for 48 hours—removed for 24 hours—replaced for 48 hours more, showed no irritation developed from contact of these fabrics with individuals over the time periods noted.

Tests to determine lethal doses on white mice showed that this new solution was chemically irritating to animals injected intradermally and that the degree of irritation was directly proportional to a concentration of the solution injected.

Lethal dose on white mice, average weight 15 grams, injected with aseptic precaution intraperitoneally in 1 cc. amounts to following concentration:

1. Concentrate—death in 2 hours
2. $1/10$ —death in 15 hours
3. $1/100$ —survival
4. $1/10,000$ —survival
5. $1/100,000$ —survival

This would indicate, although further tests are necessary, that the concentrate in the proper dilution is not irritating to animals.

Non-toxicity tests on animals showed only slight temperature variations considered non-toxic when taken into the blood stream.

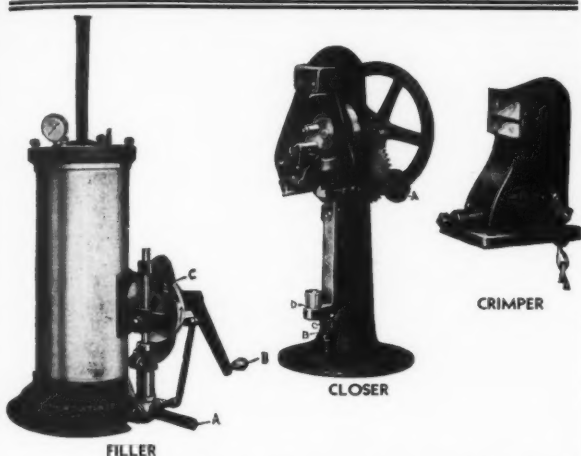
Other than what has been told above concerning the physical properties of this concentrate—no one but Mr. Rampel knows very much about it.

Under most conditions of use so far tested, the substance is recommended in $1/400$ to $1/4,000$ dilutions.

The concentrate can be made from chemicals that are readily available in commercial quantities and from those which are not yet affected by wartime priorities. Its stability is unaffected by heat or cold, moisture or dryness.

Mr. Rampel said it was already in use commercially and is being tested for many uses. Several companies have options on its use for specific purposes. One of the companies now using it is a great textile mill for treating all its woolsens. Hatters are using it to sanitize hat bands which become infected from many try-ons in stores before they get to the head of the final purchaser. Wherever germicidal are used, much attention is being paid to this new agent as an antiseptic and disinfectant.

"It is amazing to contemplate its vast possibilities for an endless number of purposes," said Mr. Rampel, who is among that group of chemists whose experiments contributed so much to the perfection of pigments for American dyes and printing inks after the first World War.



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Will seal tubes with Colton Clipless Closure or for applying clips

Will be pleased to recommend machines suited for your requirements

write

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Modern Clipper Bag-Making Machines

Individual Machines for heat sealing Cellophane and all other heatsealing papers. Special Machines for Glassine-Kraft and Wax Papers.



- Completely automatic
- Rotary Action Streamlined
- Wide range of sizes— $1" \times 1\frac{1}{2}"$ to $12" \times 25"$
- Flat and Gusset Bags
- Fast—up to 14,000 per hour
- Quick changeover size to size—10 minutes
- Handles Printed Stock
- Uses both heat and glue
- Pays for itself
- Simple—No skilled operator required

WE CAN STILL MAKE IMMEDIATE DELIVERY
Send for Complete Descriptive Literature.

MODERN CONTAINERS, INC.

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Los Angeles, California

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HUMITUBE

TRADE MARK REG.

THE ORIGINAL READY-MADE,
CRIMP BOTTOM POUCHES

MADE OF

Cellophane

TRADE MARK
THE DUPONT CELLULOSE FILM

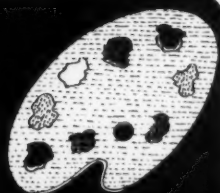
Nationally known as the leading manufacturer of small "Cellophane" containers for packaging light weight articles such as candy, cigars, carded items, pocket knives, pens, pencils, nut meats, fish lures and hundreds of other items.

HUMITUBE MFG. CO.

Converters of
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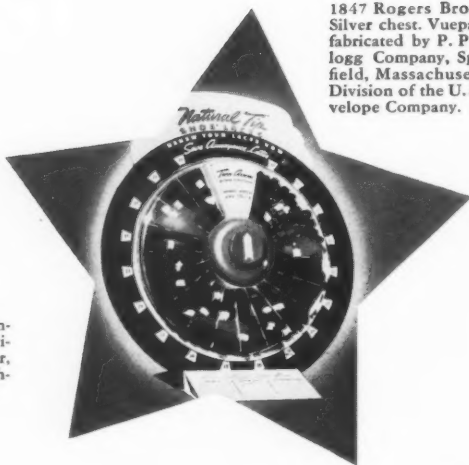
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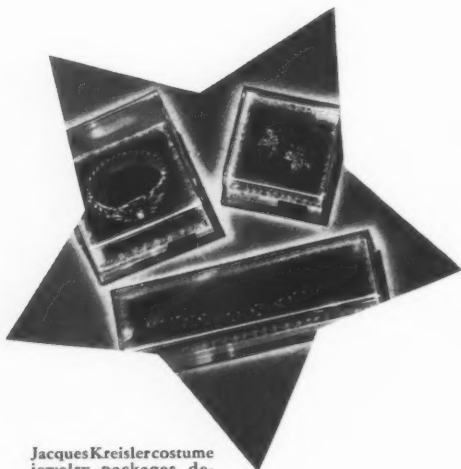
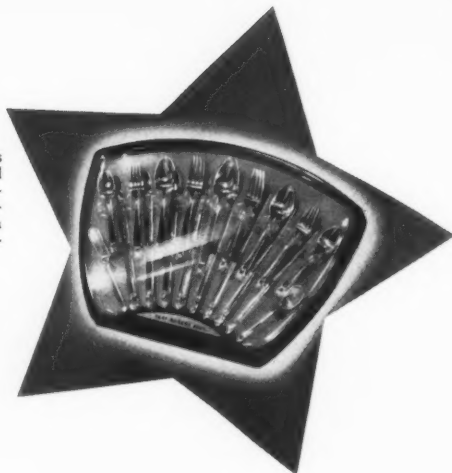
Modern Packaging

Chanin Building • 122 East 42nd St. • New York, N. Y.

Shoelace display-dispenser, designed and fabricated by Design Center, New York, for Hutmacher Braiding Company.



1847 Rogers Brothers Silver chest. Vuepak lid fabricated by P. P. Kellogg Company, Springfield, Massachusetts, a Division of the U.S. Envelope Company.



Jacques Kreislern costume jewelry packages designed by J. Fraley Bermond of the Kreislern Company. Vuepak covers fabricated by Everett Transparent Container Corporation, New York.

ONCE AGAIN—

PRODUCTS STARRED IN VUEPAK

Have Stellar Roles in the All-America Packaging Competition

FOR merchandising achievements in 1941, three Top Awards in the All-America Packaging Competition go to products which earned star display and sales positions in retail stores through effective use of clear, rigid Vuepak.

A TOP AWARD in the jewelry classification to the International Silver Company for its chests of 1847 Rogers Brothers silverware.

A TOP AWARD in the jewelry classification to the Jacques Kreislern Manufacturing Company for its costume jewelry packages.

A TOP AWARD in the counter merchandise classification to the Hutmacher Braiding Company for its ingenious shoelace display.

To the manufacturers of these products and to the designers and fabricators of these award winners—congratulations on their skillful solutions of three very different packaging and merchandising problems!

Helping to solve such problems is a specialty of Vuepak. Clear and transparent, yet sturdy and rigid, this modern packaging and display material has helped win many an All-America Packaging Award.

Now Vuepak is doing its part to help win the war, in direct military uses and other essential items. Until adequate supplies of raw materials for all purposes are again available, war needs must and will come first. Consumer goods packages, even prize-winners, must share the available remainder. MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts.



"E" for Excellence...the pennant denoting the highest service accomplishments in the United States Navy...flies with the Naval Ordnance flag over Monsanto. In the words of the Secretary of the Navy, this award has been made to Monsanto "in recognition of your outstanding efforts in the production of ordnance material vital to our national defense."



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Entire populations fight today's war. Under-nourishment, the dread enemy of millions, is subjugating nations. But here nutritious foods and high-vitamin diets strengthen America.

The great food factories of the Mid-West are working day and night at this job of feeding the armies, the workers and the civilians of the nation. Tomorrow they face the even greater task of feeding a post-war Europe.

Over a period of 34 years we have grown and prospered with many of these concerns. Making food packages is one of our everyday jobs. Today into that job we are putting the fighting spirit that comes from the conviction that our cartons wherever they go are playing a vital part in producing ultimate victory.



Michigan Carton Co.

BATTLE CREEK, MICHIGAN

MISTER FOOD MERCHANDISER...

Food stuffs are better packed in Michigan Cartons. Partial list of products now using Michigan Cartons include butter, lard, meats, spices, coffee, tea, coconut, chocolate, pies, cakes, cookies, candies, tapioca, rice, gelatin, macaroni, and spaghetti. Follow the leaders — specify Michigan Cartons!



Manufacturers of BOXBOARD • FOLDING CARTONS • FOLDING DISPLAYS

Say it with PLASTIC

IT IS HIGHLY improbable that a plastic flower pot qualifies as a strategic war application. Yet, these colorful plastic containers and the phrase that so aptly describes them are a cheerful symbol of the stimulating adaptability of versatile plastic materials.

For today, under the stress of war-time needs, a young plastics industry is being spurred to rapid maturity. Much sooner than anyone dared hope, manufacturers are able to "say it with plastic." They are able to produce essential products from easily fabricated, thoroughly dependable materials.

ETHOCEL* Sheeting, from which the flower pots were deep drawn, provides a ready answer to many current problems. Its qualifications for war and civilian use are listed below.



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LOW TEMPERATURE FLEXIBILITY. Flexible at -70°F . Toughest cellulose material commercially available.

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SLOW BURNING RATE. Certified by Underwriters' Laboratory.

GOOD TENSILE STRENGTH. 10,000 lbs. per sq. in.

EXCELLENT ELECTRICAL INSULATOR. Dielectric strength 3,000 volts per mil. (A.S.T.M. short time test 2,500 volts per second.)

LIGHT STABILITY. Fadeometer resistance more than 600 hours without embrittlement or discoloration.

The unique physical properties and outstanding characteristics listed here serve to emphasize the importance of ETHOCEL Sheeting for vital war and civilian purposes.

ETHOCEL Sheeting is made of Dow Ethylcellulose, the lightest and toughest cellulose material commercially available. It can be used as a substitute for strategic metals, as an electrical insulator, and in many applications where service require-

ments are unusually severe—even at sub-zero temperatures.

Why not investigate these new and vital uses for ETHOCEL Sheeting? Then check your equipment to see what you can produce to help meet current needs. For full information, write to the Plastics Sales Division today.

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